

Business Profile:

1 location, 1320 students (seasonal swings between 1100 and 1600), 35 instructors
John & Lory Kirk, Owners
<http://www.littleotterswim.com>

John's Frustration:

John understood the value of providing his parents with online registration early on, but his existing vendor was not moving forward to adopt an online registration feature. John knew, as he had observed Jackrabbit's growth and product development over the years, that he did have options for moving to a solution with mature online registration features. This became the driving force behind John's decision to make the switch to Jackrabbit.

The Details:

As with any system change, John had concerns about migrating data from old to new, but Jackrabbit support stepped in and even cleansed Little Otter's data before loading it into their new Jackrabbit system.

John put Jackrabbit's online tools to work, using registration, communication templates and the parent portal. Little Otter immediately became 24/7, offering services to parents when they can best take advantage of them and constantly updating them with the information they want and need.

John took Little Otter's online registration one step further by building logic into the system that directs parents to classes that are appropriate for their students based on information they enter. If parents prefer, they can choose to manually peruse all classes.

John moved quickly to use Jackrabbit's automatic payment features. Direct debit had been a challenge in their old system, but Jackrabbit's user friendly, simple direct debit process put John's office manager at ease with the automation.

Little Otter is taking advantage of Jackrabbit's flexibility for use from multiple locations and with mobile devices. With laptops and iPads, the Little Otter team takes attendance and tracks skills during classes from the pool deck.



JACKRABBIT
SWIM



"Using laptops and iPads on pool deck has been a phenomenal addition to our process. Our instructors and managers love it and it has streamlined the way we take attendance. Our records are more accurate and real-time!"

"We strive to be a totally paperless facility and Jackrabbit has been a catalyst in bringing us closer and closer to that goal."

John Kirk

Jackrabbit's Value:

- Development is quick to put new features in place to help schools accommodate the demands of their customers.
- The flexibility of the system gives creative users opportunity to customize it to their needs.
- Use of mobile devices with Jackrabbit's open platform makes processes even more efficient.
- Customer support is immediately responsive and provides relevant answers to questions.
- Training videos and demos allow users to help themselves to knowledge whenever they need it.



www.JackrabbitSwim.com