

Business Profile:

3 locations, 400-700 students
20 instructors peak, 5 year-round
Olivia Palmer, Customer Service Manager
www.aqua-tots.com

Olivia’s Situation:

As part of a franchise organization, Aqua-Tots of Austin learned that they would be switching to Jackrabbit for business management. At first, Olivia had concerns. After all, change can be a frightening thing. To Olivia’s delight, the transition proved to be smooth, quick and easy with great support when they needed it from Jackrabbit’s team.

The Details:

Olivia was thrilled with the operation of the new Jackrabbit system. It worked perfectly and was a great improvement over the old system - especially in the areas of enrollment, scheduling make-ups, trials and other simple tasks. Olivia and her staff save time in basic functions and some of Jackrabbit’s shortcuts, such as a direct link from registration to the family page, reduce the number of clicks made to complete tasks.

Aqua-Tots can track birthdays, easily making it possible for staff to send birthday cards and greet students with happy birthday wishes when they arrive. Sales teams are much more effective because Jackrabbit’s tools enable them to in provide information to customers without stumbling over software functionality.

Olivia uses the mass email feature to keep Aqua-Tots’ customers informed. With three locations, Aqua-Tots often needs to communicate specific information about specific location events or location changes for classes.

Olivia noted an unexpected benefit of using online registration: Freed up phone lines. Most returning customers just use online registration. This totally eliminated the staff’s need to be involved in the process and the convenience of the process makes parents very happy.



JACKRABBIT
SWIM



“Jackrabbit has enabled us to save a tremendous amount of time on very basic but vital tasks. The simplicity of the system takes the focus off of software and places it on the customer - where it should be. We’ve been incredibly pleased with the switch - even though it wasn’t our idea to do it. We’re glad that our headquarters investigated Jackrabbit’s solution and made the difficult decision to switch all of our franchises over.”

Olivia Palmer



Jackrabbit’s Value:

- Jackrabbit provides easy processes for daily tasks and automates redundant processes.
- The system makes account management and registration simple to do online.
- Jackrabbit gives staff of multi-location organizations an easy way to email important information about location changes to parents.
- Easy-to-use system keeps sales and customer service staff from stumbling over software and lets them focus all of their attention on the customer.