

Business Profile:

2 locations, 1 indoor and 1 outdoor
1491 active students, 20 instructors
Margee Charron, Owner

Margee’s Challenge:

Bubbles to Butterflies Swim School needed to implement a class management solution to get a better handle on student information in addition to scheduling and payment details. Without the capabilities that class management software provides, Margee knew that it would be a growing struggle to maintain an accurate view of the data across all parts of the business.

The Details:

Margee was thrilled to see that she could easily manage her student data using Jackrabbit and work within her web-based system from any location. To her delight, she also can register students much more easily than before and keep an accurate accounting of enrollment, financial numbers and multiple classes - all at once.

Margee’s customers are getting tremendous enjoyment out of online registration and the customer portal. The portal is a valuable tool that her office team uses as a reference for parents when it isn’t possible to answer questions in person or by phone. Because parents can easily get information from the portal at any time of the day or night, Margee’s office team can maintain sanity - especially during very busy times such as class registration.

Bubbles to Butterflies has made cost-saving office process changes because the use of the Jackrabbit system has resulted in a vast reduction of printed records. The team has a new “green” approach to doing business.



“Putting Jackrabbit Swim in place for our class management needs has enabled our business to be more efficient in several ways. My office team can be about their tasks, regardless of how many are using the system. This makes registrations and receiving payments easy to do simultaneously! I can’t even calculate the number of hours Jackrabbit saves us and the convenience of logging in from home allows me to quickly take care of small details at any time. The most unexpected bonus from the software has been the printing and paper savings. Becoming a paperless office has been great!”

Margee Charron

Jackrabbit’s Value:

- Time-savings in office processes because the system allows multiple team members to work simultaneously within it.
- Web-based format provides the convenience of checking in on the business from any location.
- Easy-to-use customer portal gets parents engaged quickly and provides information on demand.
- File cabinets full of papers are a thing of the past! Reports, tracking and archives make a paperless office possible.



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SWIM

