

### Business Profile:

1 location year round, 1 summer location,  
2040 students, 19 instructors  
Barb Graeve, Owner,  
Carolyn Tobias, Office Administrator

### Barb & Carolyn's Challenge:

Barb Graeve Swim School had outgrown the Access database system that housed its school data. Even if the database could have handled the growing amount of student data, the "system" offered no features for the specific needs of their swim school. There was no way for them to track payments and class sign-ups were a pencil and paper ordeal. With more than 2000 students, Barb and Carolyn needed to have a better picture of the business and some streamlined operational processes so they could continue to focus attention on student and family relationships.

### The Details:

Jackrabbit provides Barb Graeve Swim School with an integrated set of tools to organize, manage and review the business and its student and family relationships. By automating processes such as registration, the school's staff was freed up to interact with customers who needed specific help and to pay attention to the details of the business that had nothing to do with registration. Parents benefited from the convenience of an online process that eliminated lines and the waiting game to see if their students were able to get their preferred class slots.

Being web-based, Jackrabbit ensures that the swim school will not suffer information loss because of internal computer issues. Jackrabbit boasts a 99% up-time and provides Barb, Carolyn and their team with the security of well-protected and backed-up systems. They also know that parents can get to information from the portal and do their registrations online 24/7 - without extra work effort on their part.

Access to their own account and their own information gives parents more control and they have a better understanding of what is going on with their account and their children.



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SWIM



*"The ability to work at home is liberating and the fact that the solution is web-based takes away the worry of which computer has the "most current" information. The portal is tremendous because parents can find information on their own and aren't forced to wait for responding emails from us with answers. Even with all of the superior features, the most impressive part of Jackrabbit is its commitment to our needs. It is obvious that our input is taken to heart each time we see the many monthly enhancements. We don't have to work around things to get the software to do what we want."*

Carolyn Tobias

### Jackrabbit's Value:

- Accessibility to information is so streamlined that it saves a tremendous amount of time for owners and for staff.
- Access from the portal gives parents control over their account and self service capabilities to all school information.
- Integrated features provide schools with a consolidated view of critical business drivers.
- Highly protected, web-based format ensures website availability and safety of information.



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