

**Business Profile:**

8 locations, 4000 swimmers per week during peak season, 100 instructors  
Cindy Tonnesen, CEO  
[www.swimkids.us](http://www.swimkids.us)

**Cindy’s Challenge:**

SwimKids was adding a location and needed to promote the availability of classes there. Cindy thought that using Groupon as a promotional tool would be great and could drive amazing numbers of potential customers to the new location. However, her staff would not be able to reasonably handle the number of phone calls that would pour in if Groupon worked the way that it claimed.

**The Solution:**

As Cindy set up her online registration for the class availability at the new location, she got a great idea: Use Jackrabbit to take care of the processing directly from Groupon. Why should they have to take phone calls? The system could be set-up to redeem Groupon and register the students while Cindy and her staff watched the activity unfold.

All it took was a simple link from Groupon to the Jackrabbit system that was integrated into her SwimKids webpage. It was simple and effective.

The entire promotion went off without a hitch. SwimKids sold more than 200 Groupons in one day and more than half were redeemed online by NEW Groupon customers. Simply clicking the link on their Groupon took them to a questionnaire where they registered and redeemed the Groupon in one easy step.

And the online registration processes for existing SwimKids locations makes parents ecstatic. Class registration is simple to complete and available day or night. Staff members can pull up Jackrabbit’s dashboard each morning and check the new registrations that took place through the automated process.



*“Jackrabbit worked perfectly as the engine behind our Groupon promotion. Our fears of being overwhelmed disappeared when we saw how flawlessly the system handled the entire process. It was incredibly simple to offer our classes at a new location without consuming the energy of our staff. It was fantastic!*”

*Jackrabbit has done a great job with their online registration feature. Busy moms really love this feature since they can take care of registrations after they’ve tucked their kids in bed and changed into their pajamas.”*



Cindy Tonnesen

**Jackrabbit’s Value:**

- The system provides incredible flexibility to take advantage of marketing opportunities without impacting day-to-day operations.
- Online registration frees staff up to do more amazing things for students and the business.
- Online registration saves time and money for facility staff and parents.