

**Business Profile:**

15 locations, 5000 students, 30 instructors  
Todd Sousa, Owner

**Todd's Challenge:**

Todd needed a web-based solution so he could more effectively manage his multi-location business. It was crucial for him to access his business-wide data from any location - which he could not do with his previous computer-based solution. By switching to Jackrabbit, Todd and his staff realized business process improvements in addition to the data access advantage that had sparked his software switch.

**The Details:**

SwimVenture experienced Jackrabbit's straightforward implementation process and has since enjoyed new billing and registration systems that were quick and easy for staff members to adopt. Todd has taken immediate advantage of automatic billing reminders, blast email capabilities and reporting. He has found Jackrabbit's uniquely definable reports that provide granular detail invaluable in the critical business data that they provide. For the first time, Todd has data that is aggregated from across all of his business areas in the ways that give him key knowledge for making the decisions that improve and grow his business.

Jackrabbit also gives Todd the gift of time by saving him as many as four hours per week in administrative tasks that he can spend nurturing student and family relationships and cultivating new business offerings and opportunities.

SwimVenture's staff no longer worries about their registration processes. They trust Jackrabbit's robust, automated functionality to process all requests across all locations and they expend their energy on customer service and family needs.

SwimVenture has found that, although Jackrabbit's billing and registration is full-featured and robust, it maintains simplicity in its use. Training videos enable staff to introduce themselves to new activities and to brush up on activities so customers never experience a gap in top-notch service.



*"Jackrabbit delivered on all fronts for us, providing features we desperately need and surprising benefits. At first, we were concerned for the accountability of a web-based program, but we couldn't be happier. Jackrabbit does it all - from consistent feature enhancements to first-rate customer service and support."*

*Jackrabbit is my comprehensive tool library that enables me to keep a close eye on my business from a profitability standpoint. At anytime, I can run reports that clearly track performance - and that has been a huge catalyst for our growth."*

Todd Sousa

**Jackrabbit's Value:**

- Customer support leads industry in response speed and service quality.
- Training videos provide easy-to-understand help anytime users need it.
- Mass email allows lists to be created on specific criteria.
- Registration for large to small student groups is simplified and automated.
- Automated payment feature improves billing accuracy and simplifies multi-location processes.



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SWIM

