

**Business Profile:**

6 locations, 600 active students, 24 instructors  
JR and Kelley Zeringue, Owners  
<http://www.acetribe.com>

**The Zeringue’s Challenge:**

With six growing locations, it was important to standardize the system used for running each location and understanding the performance of the entire group. The Atlanta ACE location was very impressed with Jackrabbit and so JR and Kelley decided it would be the way to go at the Gadsden location - especially since they had been disappointed with their previous system.

**The Details:**

JR and Kelley immediately noticed the ease with which their staff became adept with Jackrabbit. The benefits to customers shine through as staff has detailed information at their fingertips and processes such as payment and registration are automated or available 24/7 online.

Time savings has been tremendous for ACE Gadsden. Before switching to Jackrabbit, the office manager was inundated with scheduling and registering students and booking birthday parties. Now that those processes are automated or self-serve through online registration, the portal or auto payment, the office manager can place priorities on the relationships that help the business grow.

Improvements in the payment process is one example of how Jackrabbit has improved the way ACE Gadsden operates. Using the auto payment feature, ACE can immediately collect any payment that hasn’t been received by the 10<sup>th</sup> of the month. This has practically eliminated their collections process and saves parents who provide a reference credit card a \$15 late fee.

The mass email feature is not only one of JR and Kelley’s favorite features, but a favorite of their families as well. ACE stays connected to their families so that they know everything they need to know about their classes, schedules, instructors and competitions.



*“Jackrabbit’s open attitude toward user input on development is refreshing! Through the Send Idea button, we know that we’re putting our ideas directly in front of those who create new features and enhancements. In fact, we usually quickly hear back that our idea is on the development schedule.*

*Automated payment and online registration features have probably been the biggest game changers for us. These features totally take time-consuming processes out of our hair and make them available to parents 24/7. Now our business can even grow outside of typical office hours.”*

**JR and Kelley Zeringue**

**Jackrabbit’s Value:**

- Online and automated processes unchain staff from their desks and allow them to interact with students and parents.
- The portal gives parents 24/7 access to all account information.
- Payments are more easily collected and require little - if any - staff intervention.
- Ideas are easily submitted directly through the user interface with the Send Idea button.

