

Business Profile:

2 locations, 1003 active students, 25 instructors
Sean Sutton, Co-owner
<http://www.cheerforceone.com/>

Sean's Challenge:

Sean was struggling to make a fitness gym management software program work for his cheerleading and tumbling facilities. It was not conducive to his program, lacked online accessibility and intuitiveness and didn't make running his business any easier or more efficient.

The Solution:

Sean was very confident in launching his Jackrabbit system. The free trial had given him the opportunity to become comfortable with the way the system works before committing to the change. The training videos were helpful in Sean's introduction to Jackrabbit and support was responsive in answering additional questions he had.

Jackrabbit helped Sean's staff greatly increase their efficiency. With their previous software, it would take 15 minutes just to figure out what was going on in one customer's account. With Jackrabbit, each account's key indicators are obvious at a glance. Discrepancies, duplicate charges or account errors are clear and easy to address. The change has been so dramatic that in one area - charging miscellaneous fees - Sean has reduced time to complete from 1.5 hours of staff time to a 5 minute process he does from his iPhone.

The Cheer Force One parents have overwhelmed the staff with positive comments about making accounts accessible online. They can access full, itemized statements of their accounts and easily make online payments. Jackrabbit provides an automatic payment feature that allows Sean to offer his parents a worry-free automated option.

And the mass email feature makes it easy for Sean to communicate directly and clearly with each parent.

Jackrabbit is so full-featured that Sean still discovers things about the software that make his life easier.



"Jackrabbit has made a phenomenal difference in the efficiency of our facilities and the knowledge we have of our accounts. I also have a much more accurate perspective of what goes on in my facilities and how my business is performing.

Automated online processes and portal options have been total game changers from our parents' perspective. Mass email has enabled us keep our parents more informed than ever before. This is a blessing when helping frustrated parents."



Sean Sutton

Jackrabbit's Value:

- Online and automated processes make staff more efficient and thrill parents.
- The portal puts parents in control of their information.
- Mass email function allows staff to simply, quickly and directly communicate with parents.
- Information is presented in a format that is easy to understand and convey to parents.

www.JackrabbitCheer.com