

Business Profile:

1 location, 400 students, 16 instructors and staff members
Glenn Sutch, Owner

Glenn’s Challenge:

In searching the Internet for a class-based management system that provided more robust receivables and payables features, Glenn found Jackrabbit to be the best choice for his business. Cheer gyms have unique needs that no software available in the marketplace is customized to provide. At first, Glenn was overwhelmed at the task of making the change, but Jackrabbit’s support team was there to help. Glenn found Jackrabbit’s system to be so user-friendly and similar to other familiar tools that his transition to it was quite smooth - including the tweaks necessary to fit his cheer gym’s nuances.

The Details:

Jackrabbit was relatively new in the marketplace when Glenn implemented it several years ago, but even early on, he found the system to be powerful, full-featured and impressively free of issues that often plague young software.

Glenn chose Jackrabbit for its comprehensive billing system, but was quite pleased to find that Jackrabbit provides mass bill pay and mass email capabilities. He considers the system to be the catalyst for significant transformation in his business operations. The time savings alone has saved him from hiring another person and the professionalism that his customers experience has brought many compliments to his Inbox.

Through Jackrabbit’s mass email feature, Glenn stays in touch with his customers and students. Technology and automation hasn’t put him out of touch with them at all. He actually has more time to have quality communication and interaction with them about the details of classes, skills and progress instead of the details of account balances and registration.

Glenn’s customers enjoy the portal because they have control of their information and access to it at their convenience. Online registration has been liberating for Glenn and his staff and quickly adopted by parents.

Jackrabbit gives Glenn the tools he needs to maintain control of his business and to understand what is happening in every area every day.



JACKRABBIT
CHEER



“Jackrabbit is essentially my accounting manager. I needed something to allow me to manage many elements and lots of data. Jackrabbit has great intuitiveness for what I need to understand about my business and to base important decisions on. The system is powerful yet user-friendly so I don’t have to hold parents’ hands when they use it.”

The system’s subtle nuances are terrific! For instance, in managing payments, I can apply my own account discounts. With mass emails, I don’t have to track how many we send because the system doesn’t max out. Jackrabbit has made an amazing difference in the way I think about and plan my days.”

Glenn Sutch

Jackrabbit’s Value:

- Automation and data management saves the time of at least one additional employee.
- Communication features don’t micromanage with quantity limitations.
- Client portal gives parents control of their information in an easy-to-use, convenient format.
- The technology enables *more* personal communication with students and parents.



www.JackrabbitCheer.com