

Business Profile:

5 locations, 1800 students, 25 teachers
Shari Longo, Accounts Manager

Shari's Challenge:

Shari wanted to come into the 21st century by implementing software similar to solutions that some other studios are using to improve their business processes. Shari was using software, but it was an out-dated, homegrown program that didn't provide most of what she wanted in a software solution. The studio was still using a paper-based sign-up process that required tremendous data entry time and left plenty of room for keying errors.

The Details:

Shari knew her demanding customers would be a good test for her new software package. On registration day, customers began hitting her site at 6am. By day's end, Shari had many happy customers who were totally thrilled that Gotta Dance had implemented such an up-to-date, easy-to-use solution.

Using JackrabbitDANCE, Shari has been able to greatly reduce the time required to complete the entire registration process and increased data accuracy.

Shari sees tremendous benefit in the detail of information that she can provide to customers. Because information is available online, customers make far fewer calls to the office for answers to questions. Customer account access has cut the amount of office phone traffic in half. Customers value the ability to access account information because it gives them control of their information and allows them to manage their account on their own schedule.

Using Mass Email, Shari can communicate directly with small groups of customers - even sorting her list down to class - or send general information across her entire list. One of the greatest benefits to this feature for Shari is the fact that she can use email distribution without the task of building the list herself.



"JackrabbitDANCE has brought us up-to-date! It is extremely user friendly and works for everyone. Our customers have showered us with compliments for our choice of software solutions and for the ease with which they can get information and manage their accounts I'm loving the feature set! Online registration is awesome and mass email feature gives me automation and flexibility."

Shari Longo

Jackrabbit's Value:

- Online registration makes sign-ups easy for customers and for staff.
- Access to information gives customers control of their account and drastically reduces office phone traffic.
- Software gives studios a high level of professionalism and increases the quality of services to customers.
- Mass email feature builds a complete email list from customer data and allows communication across the entire list or to specifically targeted groups.



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