

Business Profile:

1 studio, 325-350 dancers, 9 instructors
Michele Edwards, Owner

Michele’s Challenge: As a long-time user of accounting software for dance studios, Michele saw the need for a solution that gave her as much control over her student and business data as her finances. It was also becoming painfully obvious to Michele that she needed something that gave her flexibility to access information and track her business from outside of her office.

The Details: Michele asked other studio owners how they managed their business and was introduced to Jackrabbit. JackrabbitDANCE has improved Michele’s business management so much that she now recommends JackrabbitDANCE to her peers.

Time is the most precious commodity for Michele. A busy studio takes studio time for teaching and choreography as well as office time for managing the financial and organizational parts of her business. Implementing software with online and automated registration processes as well as automated payments has helped her eliminate more than 4 hours a day of entry and process time. The online automation also reduces the use and cost of paper for the office.

Michele can now use her newly-found hours to spend more time with students and with other instructors in choreography and planning. She can also spend more time with her family without sacrificing studio responsibilities.

JackrabbitDANCE provides a portal that parents were immediately thrilled with. Parents have control of their own account details and find answers to questions that Michele was previously answering.

Michele’s customers have noticed and complimented her on the changes JackrabbitDANCE has brought to her business.



“Jackrabbit has given me back family time without feeling like I’m neglecting my business and I constantly get comments from my customers about the professionalism of my operations. I can’t imagine using any other Dance Studio software!”

Michele Edwards

Jackrabbit’s Value:

- Time savings give busy owners more time for strategic activities and family.
- Online registration provides visible differentiation from other studios.
- Web-based format provides flexibility to as mobile as lifestyle demands.
- Portal allows parents to find answers to their own questions and control the details of their child’s account.
- Heightened professionalism is obvious to customers.



JACKRABBIT
DANCE