

Business Profile:

1 location, 326 students, 7 teachers
Stacy Schmidt, Owner

Stacy's Challenge:

Stacy needed to escape the paper and Excel spreadsheet processes that she had utilized since starting her studio and implement a Dance Studio software system that would enable her to grow.

The Details:

Stacy Schmidt began her software implementation with concerns because she didn't have previous experience with Dance Studio solutions. Her concerns were put to rest when she began to review Jackrabbit's online videos. She also found, from the onset, that Jackrabbit's Customer Support crew would do everything possible to make her transition from paper to JackrabbitDANCE a smooth one.

The improvements that Stacy was able to achieve using JackrabbitDANCE were tremendous. She was finally able to key in information only once, put class roles into a program instead of a legal pad, and utilize a bill payment and accounting system that was simple enough for her to understand.

Stacy is in total command of her business with JackrabbitDANCE. She controls what her staff can view when they log-in and she can post information directly to her entire client base, to segments or to individual customers.

With her existing business under control, Stacy could now put a marketing strategy in place to grow her business. With her software, Stacy has transformed 5 hour processes into 30 minute ones. Without the ability to streamline in this manner, Stacy could have never considered a second location. In September, location 2 of Studio 21 Pom and Dance will open. By using JackrabbitDANCE, all of the details of the new location can be managed simply as a segment within her existing data. She can see her total business and see the activity of each one.



"Because JackrabbitDANCE was easy for me to learn and adopt, I've been able to do things on the business side of my business that I could never do before. I actually feel like I KNOW my business because I can see what is going on within every part of it - without depending on someone else's help to do it. I could have never considered my second studio without JackrabbitDANCE"

Stacy Schmidt

Jackrabbit's Value:

- Easily created reports show role up of all important details of each business segment.
- Online registration eliminates the headaches of sign-up lines for parents and studio staff.
- Data organization groups all vital information with the student.
- Web-based solution allows access to progress - even while out-of-town.
- Training videos allow quick ramp up and enable staff to self-train.



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