

Business Profile:

2 dance locations, 1 volleyball location
2000 students in both dance and volleyball
50+ teachers
Ed Morel, Owner

Ed's Challenge:

Ed daily obstacle had become managing data for all of his students and locations. His is a very data intensive business. The magnitude of detail that surrounds each student is quite astounding. Without good data management, Ed was spending too much time just trying to find data that should be easily related to each student.

The Details:

Ed already had auto billing software because his business had its origin as a health club. Migrating into dance and club volleyball presented opportunities to provide more services and challenges in combining more data. Ed identified Jackrabbit as a program worthy of the challenges his situation presented and he continues to be amazed at how much he can do when his data is presented in a sensible manner. Ed easily runs his multiple locations with one management team because everything comes through a web-based, centralized data hub.

One delightful surprise for Ed is the tremendous benefit of Jackrabbit's web-based format. He can totally take care of his business from anywhere, remotely processing his billing and double checking tasks. Another delight is customer reaction to their complete access to information. Ed's customers can see account and class information whenever they need it. They can answer their own questions and monitor their account activity which makes Ed feel comfortable about getting out of the office for more strategic growth activities.

One of Ed's favorite features is the automatic payment feature which has totally eliminated his need for bill collections. All of his accounts are always paid at the beginning of the month.



"Jackrabbit has released me from my desk. I can expand and manage my business at the same time. I no longer worry about my data because I can't lose it regardless of what happens to my computers. My staff can fully master the functionality that they need to do all of their tasks because Jackrabbit created a solution that is easily grasped - even by the computer novice."

Ed Morel

Jackrabbit's Value:

- Web-based format enables businesses to be managed from anywhere, multiple locations to be run through a central system and information to be safe and secure.
- Owners can leave the studio confidently because customers can answer questions on their own.
- Automatic payment ensures bill payment and eliminates the need for bill collection.
- Data is organized so that information relative to each customer is easily found.



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DANCE

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