

CASE STUDY

Academy 831 Uses Jackrabbit Dance Integration Partners to Supercharge Business

How a 'non tech-savvy' studio owner used technology to connect with more customers and grow her business.

BACKGROUND

Krista Casey founded Academy 831 in Bre, California in 2015 after taking 8 years off from owning her first dance studio. With her children being older, she and her husband knew it was the right time and the right opportunity to own a studio once again.

In the time between owning the two studios, Krista taught yoga and pilates classes out of her home and used booking software to manage customers and classes. From this experience, she knew that class management would be a must and it needed to be easy to use so she could accomplish her studio goals while being a mom and a wife.

"When I was researching, Jackrabbit happened to have a user conference. I knew I could attend and learn how to use the software since I'm not tech-savvy. Jackrabbit also had good reviews so I didn't feel I needed to continue to search for options."

GOALS

Having work/life balance while running a youth activity center can be challenging. Academy 831 needed software that was easy to adopt and worked with other platforms in order to simplify operations, while creating a positive parent experience simultaneously.

SOLUTIONS

1

Jackrabbit Plus

Custom-branded mobile app

Krista knew immediately that the mobile app would benefit her studio and dance families. She worked with the Jackrabbit Plus team to get her app created and published. With the ability to use groups, connecting with staff, families, and customized lists, Academy 831's communication became more effective with the addition of a mobile app communication channel.

2

Spot TV

Live stream lobby viewing

To help free up the small viewing window by the dance rooms, Krista implemented Spot TV, a live streaming service that feeds from her largest studio to the lobby so parents can watch their dancer's progress without distracting the class. As a bonus, parents can also watch class on-the-go from their Parent Portal or mobile app.

3

Express Payroll

Payroll processing

After using a payroll company that she wasn't satisfied with, Krista found Express Payroll at a conference she attended and loved that her staff could enter their hours in Jackrabbit's Time Clock. With a click of a button, staff's hours can be sent for processing. Even more appealing for Academy 831 is that staff are paid accurately and on time, eliminating one more responsibility for Krista and her team.

ACHIEVEMENTS



1 software platform to rule them all

With a single powerful platform like Jackrabbit, Academy 831 was able to customize the software package of their dreams by connecting the integrations that work best for their studio's wants and needs.



500+ average app users per month

Between staff, students, and families, Krista ensures that everyone is connected and receiving the information that they need, the way they want it. While the average app users per month from her studio exceeds 500, during enrollment periods, app users per month reach nearly 650, boosting enrollment metrics.



300 studio families viewing live streams

As a studio owner, it's important to make sure every square foot is maximized to generate profit. By streaming classes, parents can get an up close view of their dancer in class without creating a bottleneck by the viewing window or in a high-traffic hallway.



Happy staff, happy owner

Getting paid efficiently is a win for both the staff and Krista. Eliminating one large recurring task from her list of responsibilities frees her to do other things to keep the studio running without having to be a CPA or an accountant herself.