

Business Profile:

1 location, 1344 campers, 60 counselors
Jeff Rorabaugh, Assistant Director, Registration
Coordinator & Webmaster

Jeff's Challenge:

The search for a new system reached its conclusion when Jeff compared Jackrabbit to his required list of features. Jackrabbit's functionality matched 10 of the 14 items on his list - far more than any other solution could match.

Jeff's only concern was that Jackrabbit wasn't built specifically for camps. He quickly realized that Jackrabbit's flexibility and customizable options made it the perfect fit. Jackrabbit went beyond meeting expectations because Jeff saw that the company and business model's focus was on customer need and constant enhancement.

The Details:

Jeff sees tremendous time savings in areas such as staff training. He has also seen reductions for both online and onsite registration processes for campers. In fact, Camp Swamp has cut registration times by at least 50% and probably as much as 75%. Jeff's campers find the online version so easy that very few users need help with it. This process also frees his staff up to pay attention to human details and gives campers confidence in scheduling what they want.

Mass email is also one of Jeff's time savers because it makes communications a snap. It is personal, but can be done in a way that doesn't consume the vast blocks of time that other email processes do. Jeff considers the birthday list another personal touch that helps to build relationships with campers.

Jackrabbit provides tremendous ease for the staff in finding information. In two clicks they can now find details that previously required Jeff's assistance.

Because the portal, a customer favorite, turns control of individual information updates over to the campers, it frees staff from maintaining current family data.



"Jackrabbit really listens. They care about my point of view and are very willing to explore what I see as a user instead of shutting me down until my problem is solved. That makes me want to provide input and help make a better product."

Jackrabbit is the only system I have found that is designed for the user and not a computer guru. You don't need a technology degree to figure it out and that is refreshing!"

Jeff Rorabaugh

Jackrabbit's Value:

- Reports are plentiful, easily accessed and understood.
- The dashboard brings important information to the surface for directors.
- The system is flexible enough to fit unique needs of individual camps.
- Customer service is superb. The company takes an interest in what users have to say.
- The system is easy on the eyes and easy to navigate from any page.
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