



Case Study

Catia Lopes is passionate about cheerleading and is proud to have set up the largest center dedicated to this sport in Quebec. With an increasing demand and a wide range of services, the center had to pay increasing attention to administrative tasks. By choosing Amilia's software, Catia can now devote more of her time to what is truly important to her; The success of the 500 athletes.

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The Story

In 2000, 13 girls gathered to form a cheerleading team. Time passes and the group receives several requests from parents wishing to introduce their children to this sport.

In 2008, the Coyotes Center was set up. Today, it is the largest training center adapted to cheerleading in Quebec. It offers, of course, competitive programs, as well as recreational classes aimed at young people of all ages. It promotes health, friendship and determination. Their clientele is large, with about 500 athletes, and is constantly growing due to the popularity of the sport.

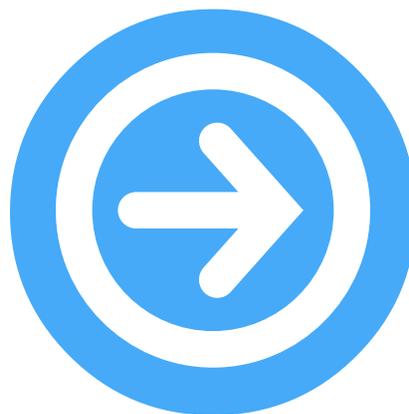


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The Challenge

The support team at the Coyotes Center managed their daily activities using Excel sheets. Initially, this technique was appropriate, but the more athletes were signing up, the more tedious it was to track customer payments and queries. The risk of data loss was also increasing.

In addition, parents had to register in person, which often led to a lot of unnecessary paperwork. In short, Catia realized that a great deal of time was devoted to administrative tasks, so that some employees had to work almost exclusively at the center's reception.



« We needed a reliable system so that year after year, we could keep the data that would allow us to evolve as a company »

- Catia Lopes, Owner and in charge of the competitive program at Centre Coyotes

The Solution

After the Excel sheets, Catia tries an accounting software. This solution did help a little with administration, but customers still could not register online. The level of paperwork to manage was also still too high. With 500 customers, it needed a complete system that would be easy to integrate..

After hearing about Amilia, Catia completes the free online trial and is impressed by the simplicity and versatility of the system. Moreover, when she encountered difficulties, she knew that there was always an Amilia employee who could help her.

She was convinced that's what she needed and decided to set up the platform at the Coyotes Center!

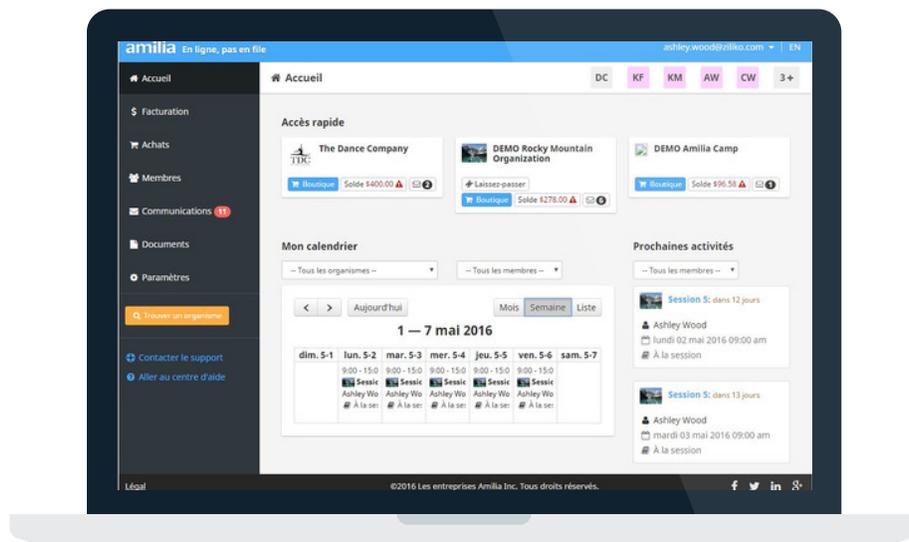


The Results

Following the implementation of Amilia, the transition for customers towards online payment and registration took place quite naturally. Now, it is nearly 80% of clients who use the online system rather than going to the reception desk in person.

80%

Consequently, it allowed some employees to spend less time at the reception and redirect more of their efforts to helping athletes achieve their goals. According to Catia, the parents are very satisfied with the system because it allows them to monitor their activities and finances more easily.



« With the creation of attendance lists, payment tracking, account reporting, automatic discounts and synchronized calendars, Amilia has become indispensable to our everyday work ».

- Catia Lopes

About Amilia

We believe that success is often linked to two fairly straightforward ingredients: an idea and hard work.

Back in 2008, when we set out to help activity-based companies to be more productive, we knew how much hard work it took to launch, run and grow these businesses. Sometimes, there just aren't enough hours in a day! While we wish we could actually add hours to days, instead, what we can offer is to free up some of your valuable time. We want to provide activity based businesses with the necessary tools to centralize and simplify your day-to-day management tasks and let you focus on your growth.

We know the daily operational grind is absolutely vital in keeping your business running and by no means can it be overlooked. But like many dreamers before us, we want to change the status-quo. We aspire for all activity based businesses to be proficient in management, not to be driven by it. We want our clients to simplify their day-to-day management by gathering all their tasks under one easy to use platform: that's Amilia!



*Find out how Amilia can
simplify your everyday work*

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