

# EZ-CAMP2™

## CLIENT PROFILE

## Integrated Online Payments Improve Cash Flow and Convenience for Parents!

### AT A GLANCE:

#### Organization:

Camp Rim Rock

#### Location:

Yellow Spring, WV

#### Business Challenge:

To make payment processing easier for parents and less time consuming for the camp registrar.

#### Solution:

**EZ-CAMP's Click-to-Pay**  
Invoicing

#### Key Results:

- Immediate acceptance with 60% of payments made online.
- Improved cash flow due to faster payments and fewer families requiring an extended payment plan.
- Up-to-the-minute data on payment and enrollment activity.
- Significant reduction in data entry and check handling.
- Enthusiastic response from parents who appreciated the convenience.

*"The main reason we did this was for the families. Anything we can do to make it easier for them – we do. And their reaction has been terrific."*

Joan Mathias  
Camp Rim Rock

Since 1952, Camp Rim Rock has been providing "a great experience as well as a great place to spend the summer". The camp offers girls ages 6 -17 a choice of four 2-week general camp sessions, plus specialty camps in horseback riding, arts and tennis for a total enrollment of 1600 – 1800 campers.

#### Business Challenge

With hundreds of enrollments each season, Joe Greitzer and Joan Mathias were looking for ways to improve the manual tasks required to handle over 2,000 checks or wire transfers from parents. Each payment had to be posted to the correct family account and then prepared for bank deposit and of course physically taken to the bank. This was time-consuming. In addition, managing payment plans and ensuring timely collection was an extra challenge.

#### Solution

Along with EZ-CAMP2's online registration system, WebLink, Camp Rim Rock decided to also offer EZ-CAMP2's Click-to-Pay online payment option. This enabled them to include a **Pay Online** link in invoices that are emailed to parents.

This "smart link" not only takes the parent to an online payment form, but also pre-populates the form with necessary family information (parent name, amount due, address, etc.).

Parents simply confirm that the information is correct, enter their credit card information, and they're done! The payment form provides secure, real-time validation and authorization of the credit card information. Payments are deposited automatically into the camp's bank account, and a simple download posts the payments to the appropriate family ledger – with no data entry.

Contact your SofterWare regional account manager at 1-800-220-4111 to answer your questions about EZ-CAMP2.

For more information visit: [www.softerware.com](http://www.softerware.com)

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### Integrated Online Payments Improve Cash Flow and Convenience for Parents!

#### Key Results

Click-to-Pay was implemented in the middle of Camp Rim Rock's registration period, which provided a real life before-and-after story. According to Joan, "Previously, we sent out invoices and then waited for the checks to come in gradually by mail. When they did, I spent quite a bit of time going through the manual procedure of processing them. When we sent our first batch of emailed invoices with the Click-to-Pay option, we saw an immediate response with most parents choosing to pay online using their credit card. Having the funds automatically deposited and the payments downloaded into each family's ledger in EZ-CAMP2 is wonderful -- no data entry! Plus, I noticed the number of people requesting a payment plan dropped."

The immediate information about enrollment and payment activity is another benefit Joe noted: "We set it up so I receive a copy of the acknowledgment email that is automatically sent to parents when they register. I can monitor this from my office and even via my PDA. Every time I see this email, I know I just had a registration. I can see who it was for, and which sessions they enrolled in -- it's great. I have real time knowledge of how we're doing, plus I can stay on top of any enrollment or session issues that might arise. This is an added bonus I didn't

expect." Joan further noted that getting started was easy. "SofterWare set up the online registration and integration with our EZ-CAMP2 system, and setting up the Click-to-Pay links for our emails took 10 minutes."

Joan pointed out that "The main reason we did this was for the families. Anything we can do to make it easier for them -- we do. And their reaction has been terrific. I've received so many comments saying 'thanks for making this so easy' and 'thanks for accepting credit cards -- this is great'. Our foreign families that had to pay by wire transfer are especially happy. That was such a long and difficult process that has now been replaced by the click of a link and the entering of their credit card numbers."

Joan concluded, "This has been a great addition. We're able to save time, collect our fees quicker and make parents happier in one fell swoop -- it's a win-win situation. I can't wait until next year when we can use Click-to-Pay from the beginning of our registration process so we can fully enjoy all the benefits it provides."



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*Joan Mathias  
Camp Rim Rock*