

EZ-CARE2™

CLIENT PROFILE

WEBLINK™ online registration is a hit with Rochester School-Age Child Care!

AT A GLANCE:

Organization:

Rochester Public Schools -
School Age Child Care (SACC)
program

Location:

Rochester, MN

Business Challenge:

Find a better way to register
hundreds of families efficiently.

Solution:

WebLink for Online
Registration and **EZ-CARE2**
center management software
from SofterWare.

Key Results:

- 99.7% of families successfully registered online
- Eliminated registration lines completely
- Saved over 40 hours of data entry time during the two-week registration period
- Improved customer satisfaction by 50% in client surveys



Melissa Fredin
Program Manager

“Overall, we probably saved 40 hours of data entry time during the two week registration period.”

Annual registration for new families enrolling their children into the Rochester School Age Child Care (SACC) program used to resemble teenagers in line for a rock concert. Families would show up 8 to 10 hours early with lines that would wrap around the building to make sure their children got a spot in the program. Busy parents found it exhausting and stressful, and handling such a large volume of applications all at once was no fun for the registration staff.

For Melissa Fredin, Program Manager for SACC, the solution became obvious – allow both new and existing families to register online. Melissa saw the enormous benefit of online registration. “Not having to enter family information by hand, plus offering the option of paying the registration fee online was also a big motivating factor. Also, busy parents wouldn’t have to take time off from work simply to come in and register.”

Melissa researched several online registration alternatives, but eventually decided on SofterWare’s WebLink system for several reasons. “The most important was WebLink’s ability to interface effectively with EZ-CARE2, which Rochester has used successfully for many years to handle enrollment, billing and program management. When families enter their information through the WebLink forms on our web site, the data can download directly into EZ-CARE2 with any payments recorded on the associated ledger. We didn’t have to worry about it not working or matching correctly, as could have been the case with a non-integrated solution.”

Melissa and her assistant Linda Koelsch were also concerned that the online process was simple enough for parents while flexible enough to adapt to their specific needs. Melissa notes, “Josh (a SofterWare support team

EZ-CARE²

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member) worked with Linda to replicate our paper forms and he walked us through the entire process. In fact, we were so confident, we decided to make online registration mandatory.”

“Tremendous” Results

According to Melissa, “The project’s been an enormous success! WebLink gave us exactly what we wanted. The online form looked so similar to our paper forms, it made parents very comfortable with the sign-up process. Out of 1200 families in 16 different locations, we only had 3 parents who couldn’t register online (we registered them by phone). Plus, we had over 30% pay the \$50 registration fee online, which helped save time on payment processing. Overall, we probably saved 40 hours of data entry time during the two-week registration period.”

Melissa also noted, “Adding online registration helped increase our customer satisfaction rating by 50%. The fact that we eliminated those long lines for new families and improved the convenience for existing families made the

The screenshot shows a Microsoft Internet Explorer browser window displaying the registration form for Rochester Community Education School Age Child Care. The form is titled "2006/2007 Registration Agreement" and includes contact information for the school. The form fields are as follows:

Required Fields	
First Contact Parent/Guardian Name This person will receive all mailing/billing information and	
* First Name	William
* Last Name	Johnson
* Home Phone	215-982-2423
* Address	2121 Elk View Lane
* City	Jamesville
* State	MI
* Zip	15678
* Phone	215-982-2423
* Email	wjohnson38@aol.com
* Company/ Employer Name	Millbrook Press
* Work Phone	215-389-6543

Information entered via Rochester SACC’s web site can be downloaded directly into EZ-CARE².

reaction from parents tremendous. We’ve received many calls – thanking us for setting this up and that it saved them so much time! We’re used to receiving compliments about our quality of care – this is the first time I ever received calls about our software and web site!”

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Melissa Fredin
Program Manager, Rochester School-Age Child Care