



# Get control and visibility with our franchise management software

Run Your Franchise with Confidence





# Contents

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<b>A Solution For Your Franchise</b>	4-5
<b>How We Empower Your Franchisees</b>	8-9
<b>Features That Fuel Growth</b>	10-11
<b>Everything Included</b>	12-18
<b>Success Story</b>	20-21



# ClassForKids is an award-winning booking & management software designed for kids' activity clubs

We work with hundreds of franchisors and their franchisees every day. We thrive on giving you full ownership and visibility to make better business decisions while freeing up admin time for your franchisees to focus on the things that matter. **When it comes to franchises we like to focus on these 3 key areas.**

1

## Support to Franchisors

Giving you control of your network as you scale.

2

## Support to Franchisees

Giving your franchisees the tools they need to excel in their business.

3

## Support to Customers

Giving your customers a simple and professional booking experience.

# Everything you need to run your franchise with confidence



## Visibility and Control

Instantly access all of your franchisee systems for full transparency. With robust encryption protocols, you can trust that your data is secure and well managed, accessible from one central place.



## Data-Driven Insights



Understand data from across your network to help you make informed and reliable decisions. Use revenue reports, class capacity and trial uptake to help you optimise your network.



## Brand Consistency

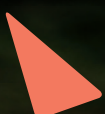
Elevate the customer experience by having all franchisees using the same software solution with schedule links that are easily embedded on your website for a simple booking journey.






**SUCCESS STORY**

**“As a franchisor, your role is to support your franchisees. There will be ups and downs – cancellations and growth to manage – but ClassForKids makes it easy to see everything.”**



**Mark Molloy,**  
Soccer Stars Academy Franchisor

# Providing your franchisees with a game-changing solution



With **ClassForKids**, your franchisees can manage everything in one place from parent communications, registers, trials and waiting lists – saving them hours of admin time. They can really deliver on growth too by taking payments online and using their own public schedule link to drive more bookings.

But we're more than a booking and management system. In addition to an easy onboarding experience and access to all of our comprehensive features, we offer great ongoing support (**98% satisfaction rate!**) and free access to business tools to help your franchisee upskill in areas such as social media, advertising and business growth.

ClassForKids is not only a popular introduction among existing franchisees, it's a great selling tool in any recruitment drives with prospective franchisees knowing their time doesn't have to be spent on admin and instead can be spent teaching classes and doing what they love.

**10+**

**hours saved on  
admin a week**

**2x**

**growth achieved  
in 6 months**



# What makes us the right choice for your franchise?



## Reduces Admin Time

Save 10+ hours a week on admin and give your franchisees more time back to focus on more important aspects of their business.

## Improves Customer Experience

With a professional user journey, your franchisees can give parents an easy booking experience that will entice them to rebook again and again.

## Keeps Everything Organised

Managing everything in one central place, your franchisees can keep on top of trials, waiting lists and ensure no payments fall through the cracks.

## Achieves 2x+ Growth

With increased bookings, ClassForKids helps your franchisees grow with the tools they need to continue making the right business decisions.

# Most loved features by our customers

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ClassForKids takes care of the fundamentals such as **Bookings**, **Payments**, **Register Management** and **Communications** while offering additional features designed to give your franchisees the flexibility to run their business the way they see fit to achieve their goals.

## FEATURES THAT FUEL GROWTH



### Start taking bookings anytime, anywhere

- Public booking page
- Free and paid trials
- Discount codes
- Camp booking flexibility
- Bespoke registration questions

### Manage all registers in one central place

- Take attendance
- Automatically re-run terms
- Class transfers
- Offline Registers
- Instant access to Medical info
- Birthday Reminders

### Never miss another payment again

- Monthly Subscriptions
- Alternative payment methods
- Upfront payments
- Membership add-on fees
- Financial analysis overview

### Keep on top of parent communications

- Automated booking confirmation and invoices
- Bulk and individual messaging
- Contact filters
- Premium SMS
- T&Cs and Privacy Policies

# Everything included with ClassForKids

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We're more than just a booking system. ClassForKids also comes with a whole range of perks designed to enable your franchisees to be the best business owners they can be. Plus, we just love to reward our customers!



**The ClassForKids Products**



**Onboarding & Support**



**Marketing Resources**



**Additional Perks**

# The ClassForKids Products

## Booking and Management System

With unlimited users, classes and customers, ClassForKids allows you to scale and reach your full potential.

## ClassForKids Discovery

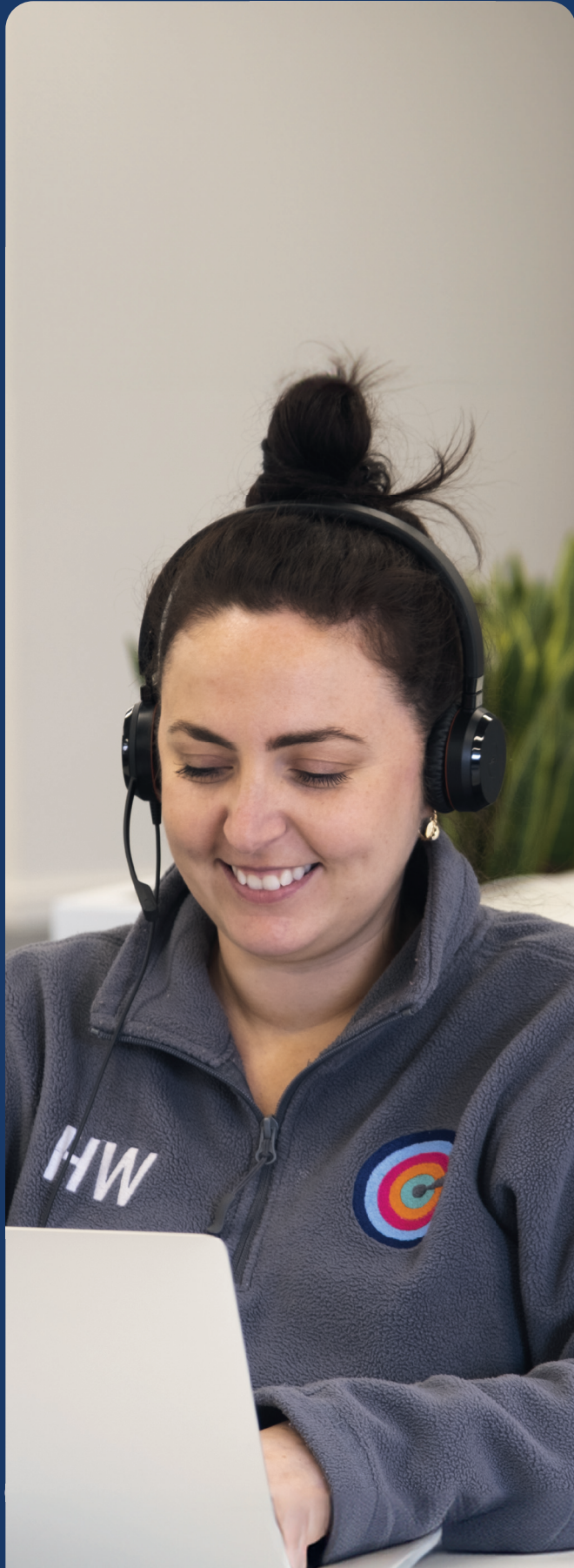
Puts your franchisee on the map with 100's of parents searching for classes in their area, driving more organic bookings to their schedule page.

## ClassForkids Parent app

Allows your customers to manage their bookings and class check-ins and gives them control in owning their own personal information.



# Bespoke Onboarding



## Bespoke onboarding plan for your Franchise

We will work with you on timescales and next steps to make sure your franchisees get the onboarding service they deserve.

## Free Set-up Service

Your franchisees can get set-up and go live to their customers in as quick as 24 hours.

## Group training calls

A great opportunity to introduce ourselves to your franchisees, ease any concerns and answer any questions they may have.

**Free**  
Set-up service

**24 hr**  
set up time

# Award-Winning Support

## Around the clock support

With a 98% CSAT score, our customer support team are on hand to answer any questions you have with a 4 minute\* response time. on average\*

**Winners**

CX Awards 2021



## Interactive help centre

Clear step-by-step guides that explain how to use all features and suggest optimum ways to use them to get the best out of the ClassForKids system.

**4 min**

Response time

**98%**

Satisfaction rate



# Unlock the secrets to success with our resources



Discover a wealth of marketing resources tailored to your franchise's success with ClassForKids. Our dedicated marketing department offers **consultations for Facebook ads and social media audits**, providing invaluable insights and strategies to boost your business's visibility and engagement.



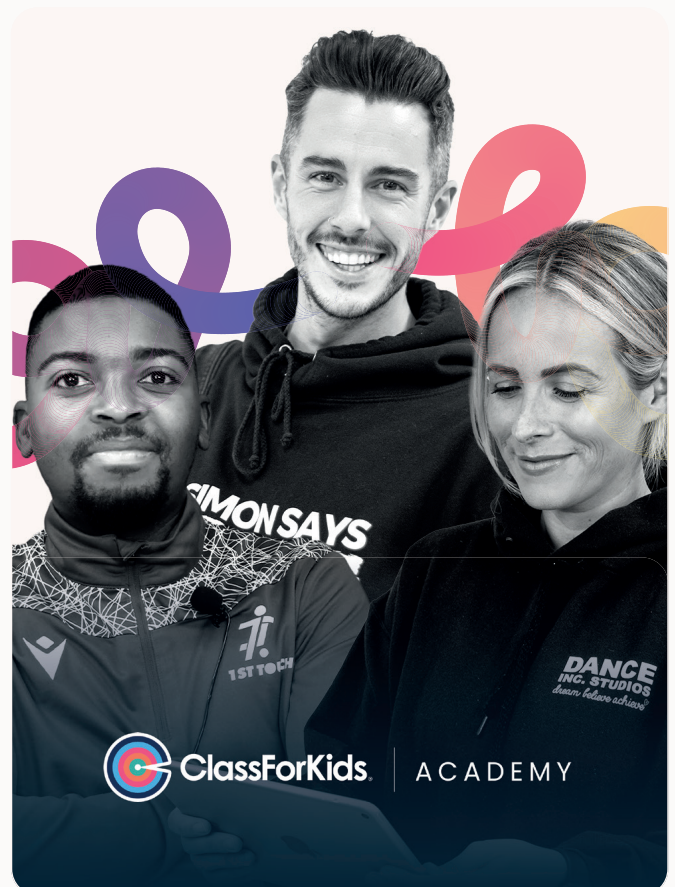


## Keep up-to date with what's happening in your industry

Engage with our vibrant community through **In the Club podcast** appearances and club shoots. Share your experiences, connect with fellow club owners, and gain exposure to potential customers. Whether it's an office visit or an on-location shoot, we're committed to showcasing your unique story and fostering meaningful connections within the industry.

## Take your club to the next level

Elevate your expertise with the **ClassForKids Academy**, offering customized courses designed to take your franchise to new heights. From marketing tactics to business strategies, our comprehensive curriculum empowers you and your franchisees with the knowledge and skills needed to thrive in the competitive landscape of kids' activities.



# Unlocking Added Benefits with ClassForKids Perks



## Referral Scheme

Opportunities to earn unlimited £100 Amazon Vouchers for every club referred to us that joins ClassForKids.

## Monthly Giveaway

Worth up to £500! A small token of our appreciation for continued customer loyalty.

## Partnership incentives

Working with big brands and suppliers in the industry, you can take advantage of ongoing discounts and incentives we have to offer.

## Networking opportunity

Looking to connect with another Franchise like yours? We'll put you in touch with another you can chat with and learn from.

SUCCESS STORY



**“As a franchisor,  
I am confident that my  
franchisees are given the  
support they need to set up  
their system and manage  
their businesses efficiently.”**

**Leanne,**  
Drama Tots Franchisor

**“You can have a great model but without a system, it won’t work. You can’t run your business on a spreadsheet with 1000+ kids every week...”**



Since becoming a franchisee, Laura has successfully expanded across 4 different locations with Soccer Stars spanning the length of the country, from Ayrshire to Inverness. But why franchising? Why didn't Laura start her own academy?

Because so many of the processes were in place to get Laura off to a successful start. From session planning to operations manuals to staff management, Laura was able to create sessions to bridge the gap between playing for fun and getting into teams. And when it came to managing bookings, payments, and registers, Soccer Stars were able to provide a seamless onboarding experience to Laura and other franchisees with the ClassForKids system.



**...one of the most important things in franchising is to have a system in place that allows you to grow.”** *Laura, Soccer Stars Academy*

## SUCCESS STORY



ClassForKids has been a catalyst for Laura's growth. By using the ClassForKids discovery site, Laura has made it easier for parents to discover and find classes in her local area alongside the booking software. With all venues, trial details, and finances available, Laura can identify areas for growth and improvement across the business.

As for the future, Laura aims to get Soccer Stars into more communities across the country through franchising, as well as continuing to develop and foster relationships with schools and nurseries – a plan she can action with ClassForKids by her side.



# Ready to introduce your franchisees to ClassForKids?

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**Book a call today with one of our  
franchise specialists to see how we can  
help you and your franchise network.**







## Run Your Franchise with Confidence

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ClassForKids is an award-winning booking & management software supporting 3000+ kids activity clubs.

[clubs.classforkids.co.uk](https://clubs.classforkids.co.uk)

