



ClassForKids.

ACADEMY

Getting the Most Out of Your Customers



Howdy!

You've got customers coming through the door; they're coming to weekly classes - maybe more - but how do you get the most out of your customers? It comes down to being aware of what's known as the customer journey and how you maximise each stage.

Some of you may be thinking: what is a customer journey? And why do I need to know about it?

It's a five-stage process that makes sure you maximise every opportunity where a customer interacts with your business. In other words, it's a sure way to increase your revenue streams. So, let's dive in and get started!



Awareness

What?

This is where a parent becomes aware of activity clubs, and they want their child involved in after-school classes to build skills and to develop core skills.

How?

Advertising, word of mouth marketing, social media marketing, parent network.

Actions:

- Keep your social channels up-to-date
- Ask your current customers for reviews
- Run targeted Facebook ads
- Ask parents to share your details within their parent networks with discounts like 'refer a friend.'



Tip: If you're using the ClassForkids system, encourage your customers to use the sharing options at the end of their booking! Parents can share your class details via social media and WhatsApp! Find out more.

Consideration

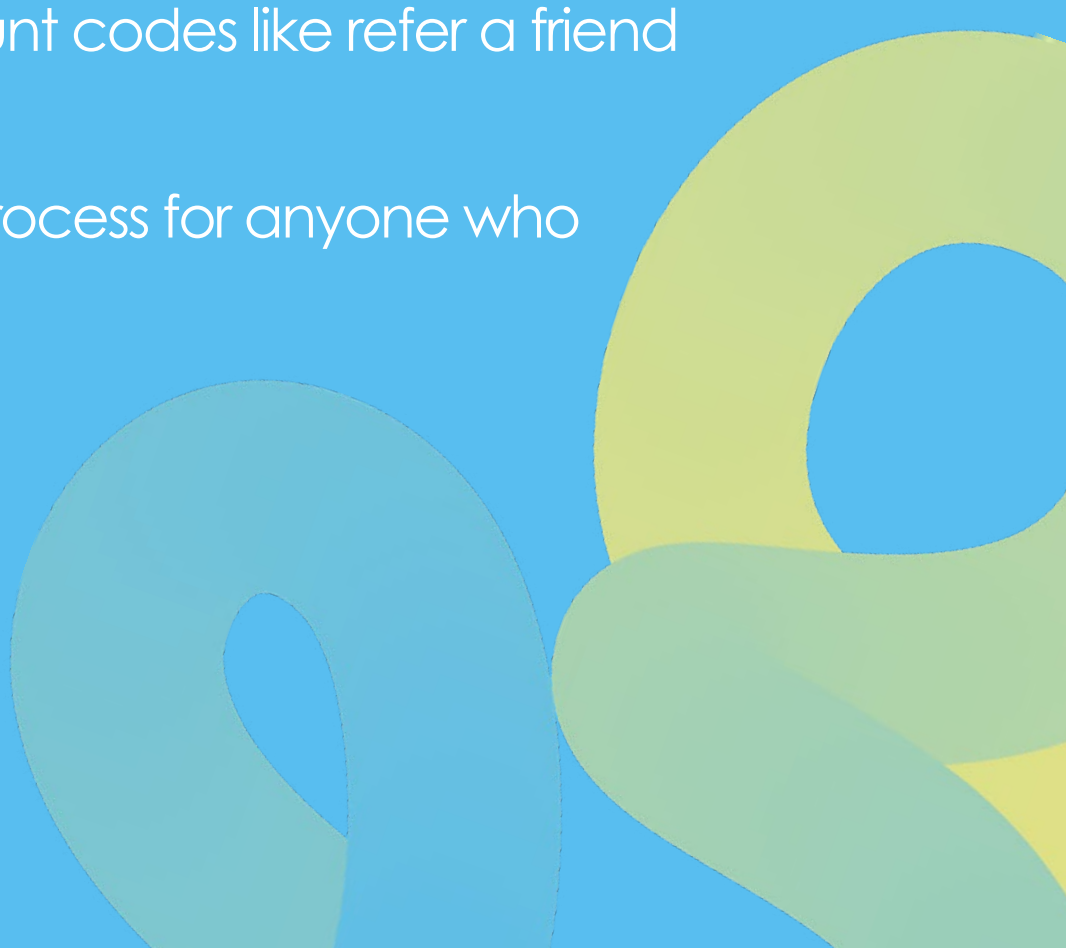
What?

This is where a parent becomes aware of the need for your classes based on your value proposition or unique selling point (USP). Parents will be looking for a solution to get their children into classes. They might be searching for kids classes near them, summer camps, or relying on parent friends.

How?

Website, social media channels, email marketing.

Actions:

- Make it clear what your USP is: e.g., community,
 - 1:1s, niche classes
 - Show potential customers why you stand out from your competitors
 - Make it easy for parents to find the information they need
 - Offer a trial and/or discount codes like refer a friend or early bird bookings
 - Have a clear follow-up process for anyone who expresses interest
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Purchase

What?

This is where a parent will book into your classes! It could be after a trial, from their own research or from word of mouth marketing.

How?

Through booking channels like a website, booking system, text, email or phone etc.

Actions:

- Make it easy for parents to book classes. Using a booking system like ClassForKids means parents can book and pay for classes in just 3 clicks
- Give parents the information they need to make their first visit to class a positive one. You may want to create a welcome pack via email reinforcing your brand values, USP, and what their child will get from your classes
- Ensure welcome staff and/or coaches/teachers are available to answer questions parents may have

Retention

What?

Retention is where a child comes to classes regularly, and parents are looking to get more out of your club! They've already bought into your classes, so now is the perfect opportunity to upsell!

How?

Upselling, clear communication, excellent customer service.

Actions:

- Keep customers up-to-date with what's happening at your club by introducing a monthly newsletter. Make them feel part of something special
- Have a clear feedback loop with your customers and your staff; it means you have a way of constantly improving your processes
- Issue surveys
- Introduce new class options
- Invite to camps or workshops throughout the year
Offer discounts for new term classes like early bird discount booking codes

Advocacy

What?

You've got a long-term, invested customer! Now you can rely on the power of the parent network and the word of mouth effect!

How?

Create positive experiences, customer testimonials, word of mouth marketing.

Actions:

- Invest in your customer service
- Regular training with your team
- Ask for customer reviews
- Encourage sharing booking links
- Share customer stories across your website, social channels and email marketing

How ClassForKids Scale Your Club with Confidence?

Cut down hours of admin and focus on growing your club: speak to a ClassForKids team member about how our software can help you!

Show Me!

HEAR FROM OUR CUSTOMERS!



“ClassForKids has saved us... we were really messy behind the scenes. We now have a streamlined system where we can monitor everything. We spend far less time on the phone chasing people and the financial capabilities are great!” - **Andrew, Jungle Sports**