

The New Term Toolbox!

*KNOCK IT
OUT THE
PARK!*



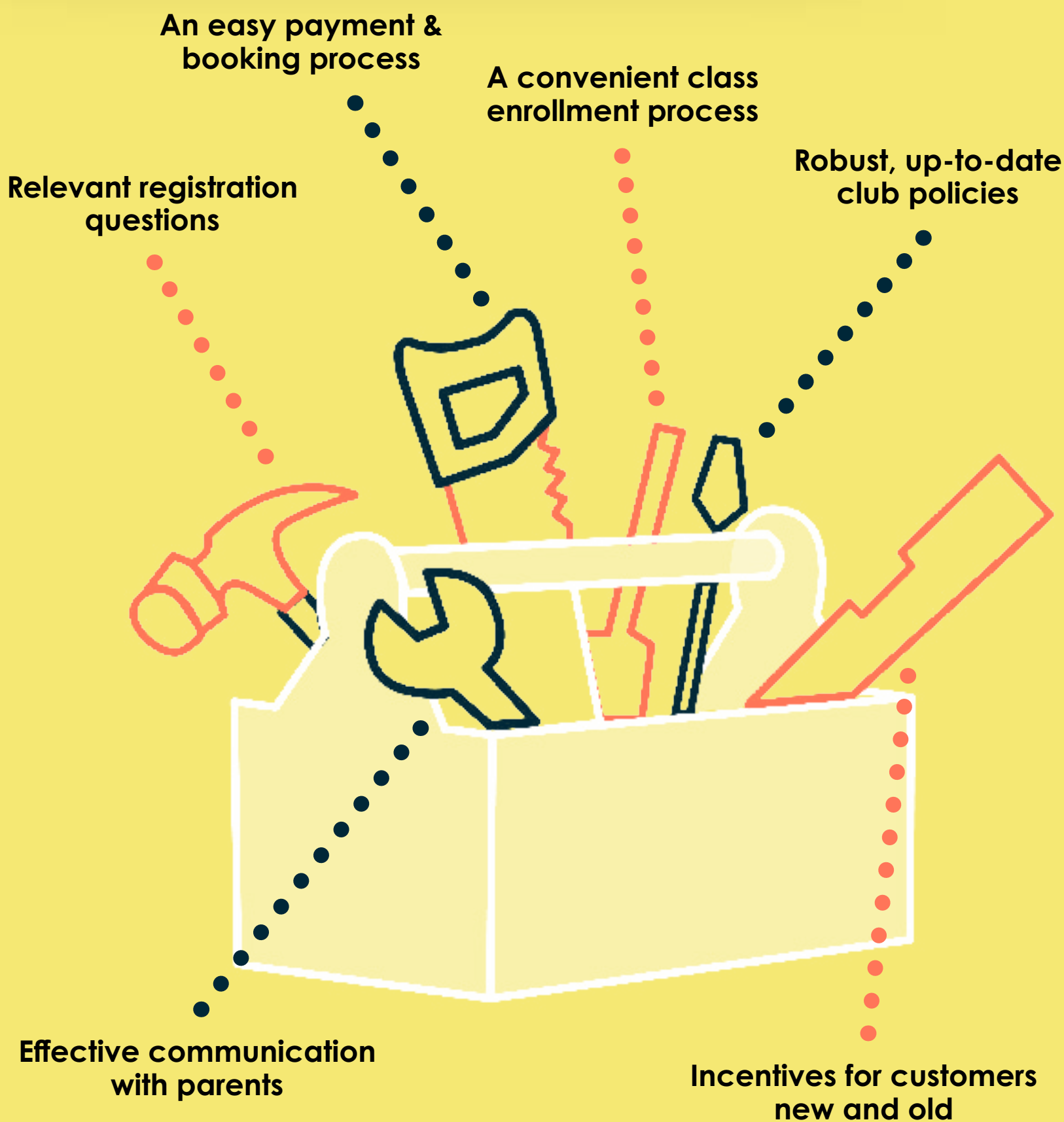
Hey You!

It's never too early to get ahead of the game for your next term.

The question is, do you have all the tools you need to set up a new term at your kids club?

From a smooth customer journey to top class communication with parents, there's a lot to do!

Let's get started early, so you are ready for all the great things your club has to come.



Booking & Payments

Are you giving parents a convenient way to book and pay for your classes?

60% of kids clubs bookings now come from Facebook so make sure parents can book straight from your page or are lead smoothly to your booking schedule!

Our online system can help you keep on top of bookings and remove the headache of manual admin. ClassForKids allows you to embed your booking schedule directly to your Facebook page, other social channels and website. It's a win-win for you and your customers.



Class Enrollment

Are you providing an easy way for existing customers to join your classes next term?

As your club grows, this gets more tricky. There's no need to be doing this manually - it's time to automate your business processes and spend more time doing what you love instead!

An effective booking system like ClassForKids will allow you to easily re-enroll kids into the same or a new class next term in a matter of minutes!



Effective Communication

Are you keeping in touch with parents well in advance and in the right way?

Using the best means to reach parents is crucial - from text alerts to confirm bookings to class cancellation emails, it's key to get this right.

Try this: Be sure to store all contact information digitally in one safe place for quick access. With ClassForKids, you can access emergency contact details straight from class registers and send important updates via email and SMS.



Registration Questions

Are you using the customer onboarding process to your advantage? Start the new term as you mean to go on!

Asking questions around the following are particularly useful:

- **marketing consent** so you can use material across your website and social channels
- **photography consent**
- **which schools** kids attend to build opportunities for partnering with schools or offering parents incentives such as friend discounts
- **where** parents heard about you to see which marketing methods are working and which may need to be strengthened.



Robust Policies

Have you made these accessible and clear for all customers?

Be sure to share these with parents so they have all the key info about your club prior to sign up.

Your terms and conditions should give full transparency on your club rules, guidelines and procedures.

Top tip: It's key to communicate any policy changes well in advance of a new term! Keep parents in the loop and they'll be more understanding of adjustments.



Relevant Incentives

Are you engaging both existing and potential customers with relevant offers?

Parents already with you will appreciate a reward for their custom - perhaps a 'bring a friend' or loyalty discount to secure them for the new term.

Interested parents can be enticed via early bird discounts or invitations to a trial to showcase your club's value.

Try this: send offers out well in advance of your new term and include a direct booking link. Catch parents when they are most interested i.e soon after a trial or following their last class of the current term.



There You Have It!

We make it easy for 1000s of kids activity providers to set up for a new term by seamlessly automating their business processes. Want to know more? Speak to one of our friendly business coaches today!

Show Me!

HERE IT 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