

Online Dance Studio Software

- What is Online Software?
- Online Software Benefits
- Online Registration
- E-Commerce
- Dashboards
- Financial Reporting
- Summary



What is Online Software?

- Internet Access Required
 - (high speed preferred)
- Software can be accessed from anywhere
- No data & no software at the studio
- No access off-line
- Software Provider responsible for data security



Online Software Benefits

- Access from anywhere/anytime
- No data security responsibility
- No software installation/upgrade responsibility
- Software provider responsible for data protection & software upgrades/fixes
- Software provider can provide more updates more quickly & user just logs in



What is Online Registration?

- It is NOT an Online PDF Form
- It is NOT an Online Form that only notifies the studio and does not automatically register in the studio mgt software
- A true Online Registration System automatically inputs the customer information into the studio management software including class enrollment



Online Registration – New Customer

Your Logo Here



Registration

Existing Customers
can Login

[Already a customer? Click here to login.](#)

Track Lead Generators

How did you hear about us? * Referral Name: * - denotes required fields

Family Information:

Family Name:

First Name: * Last Name: * Type: *

Phone: Cell #: Work #:

Email: * (Emails are kept confidential)

First Name: Last Name: Type:

Phone: Cell #: Work #:

Email: (Emails are kept confidential)

Address: *

City: * State: * Zip: *

Home Phone: *

Emergency Contact Info:
(Not Contact #1, Contact #2)

User Definable
Field: labels,
hidden and/or
required

Font Color, Font
Type Back
Ground Color and
Text Color is User
Definable



Customer Portal

Your Logo Here

Your Name Here



Rhythm in Effect Studio

I want to:

Drop Down Navigation

as 'parent1'
[Signout](#)

Tab Navigation

- News
- My Account
- Fees & Payments
- My Contacts
- My Students
- My Classes
- Registration
- Policies

Smith Messages

Wendy, As we discussed please put April in the Ms. Hill's Wed afternoon class

Specific Family Message

Welcome back to

Marketing Messages for all Customers

Check out our Incredible Birthday Parties ! ([click here](#))

Our 90,000+ square foot facility offers: swimming, gymnastics, dance, martial arts, soccer, basketball & more



View Statement Online

Rhythm in Effect Studio

I want to:

News | My Account | **Fees & Payments** | My Contact | Classes | Re...

[Make a Payment](#) **Balance: 852.00**

Showing last 20 transactions. [Search by Date](#) [Print Transactions](#)

Date	Type	Student	Class	Note	Payments	Charges	Tax
	Payment			RC=3,ReasonCode=13 The merchant login ID ...		0.00	
	Payment			RC=3,ReasonCode=13 The merchant login ID ...		0.00	
	Payment			RC=3,ReasonCode=13 The merchant login ID ...		0.00	
	Payment			RC=3,ReasonCode=13 The merchant login ID ...		0.00	
06/29/2008	Tuition ...	Sara		Auto-post from portal		65.00	
06/22/2008	Tuition ...	Hiu		Auto-post from portal		65.00	
06/22/2008	Tuition ...	John		Auto-post from portal		65.00	
06/21/2008	Tuition ...	Jenn		Auto-post from portal		65.00	
06/11/2008	Tuition ...	Wend		Auto-post from portal		65.00	
06/10/2008	Payment			RC=3,ReasonCode=13 The merchant login ID ...		0.00	
06/10/2008	Payment			RC=3,ReasonCode=13 The merchant login ID ...		0.00	
06/10/2008	Tuition ...	Jane Doe	Tumble Bees	Auto-post from portal		65.00	
06/09/2008	Payment				65.00		
06/09/2008	Merch...					100.00	7.00

Fees & Payments Tab

Balance Owed

Payments in Blue
Fees in Red
Tax Column (optional)

Make a Payment

View Transactions for an entire Year for Tax Purposes

Print a Statement



E-Commerce

- A studio can charge a credit card or bank account real-time through the studio management software
- A studio can charge a credit card on a recurring monthly basis
- A studio's client can update their account information and pay their bill online



Executive Dashboard

Open Classes with Perspective Students on the Waiting List

Revenue Graph – current year vs. last year

Executive Dashboard

Alerts

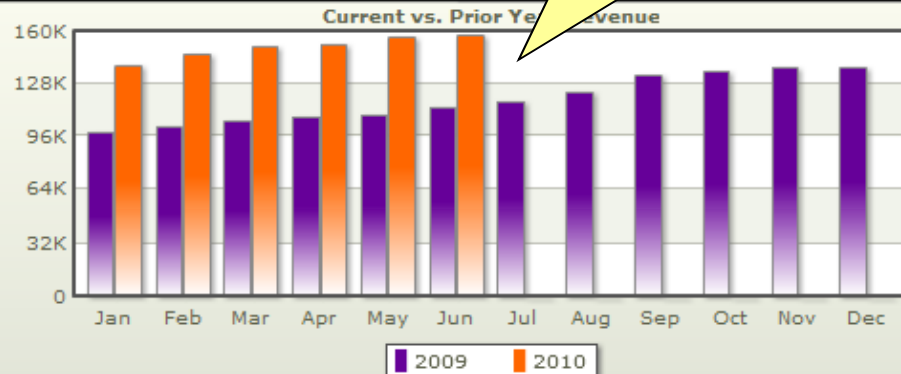
- 0 [Wait Lists for Classes with Openings](#)
- 0 [2-3 Absences in last 14 days](#)
- 0 [4+ Absences in last 30 days](#)
- 0 [Scheduled Trials \(Enroll Type=trial\)](#)
- 0 [Birthdays next 20 days](#)

Tasks

Due Task

- 1/28 Schedule all Conferences
- 2/5 Call John Gull's mother about ... session
- 2/10 Call April Morris to Discuss St ... ss
- 2/12 Call Fred Blatchford
- 3/18 Buy a Mastercraft 205 before

Revenue Summary



12-month trailing revenue - Bar Chart

Aged Accounts

0	Balances 30-59 days	2865.25	Balances < 30 days
0	Balances 60-89 days	-1709.75	Total (Incl. Credit Balances)
0	Balances > 90 days		

Key Metrics

1408	Enrollment Total	1334	Active Families of 1946 total
1408	Enrollment Category1 Chart	1334	Active Students of 1944 total
3.05	Enrollment %	60	Active Classes of 174 total
51	Total Drops last 90 days	2	Active Instructors of 2 total
0	Portal Enrollments last 7 days	0	Web Registrations last 7 days

Early Attrition Indicators showing students with 2 or more consecutive absences

Aged Accounts Indicators: 30, 60, 90 days

Enrollment Totals



Financial Reporting

- ✓ When entering a payment, control how it is applied
 - ✓ Ability to view at the individual fee level what has been paid and what is still outstanding
 - ✓ Verify the Aged Accounts module provides comprehensive detailed financial reporting
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- ✓ Ex. 1 – View Tuition Fees billed in May, but not paid
 - ✓ Ex. 2 – View all paid/unpaid recital fees
 - ✓ Ex. 3 - View all June competition fees paid



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- Financials Reporting

