

Online Registration 101

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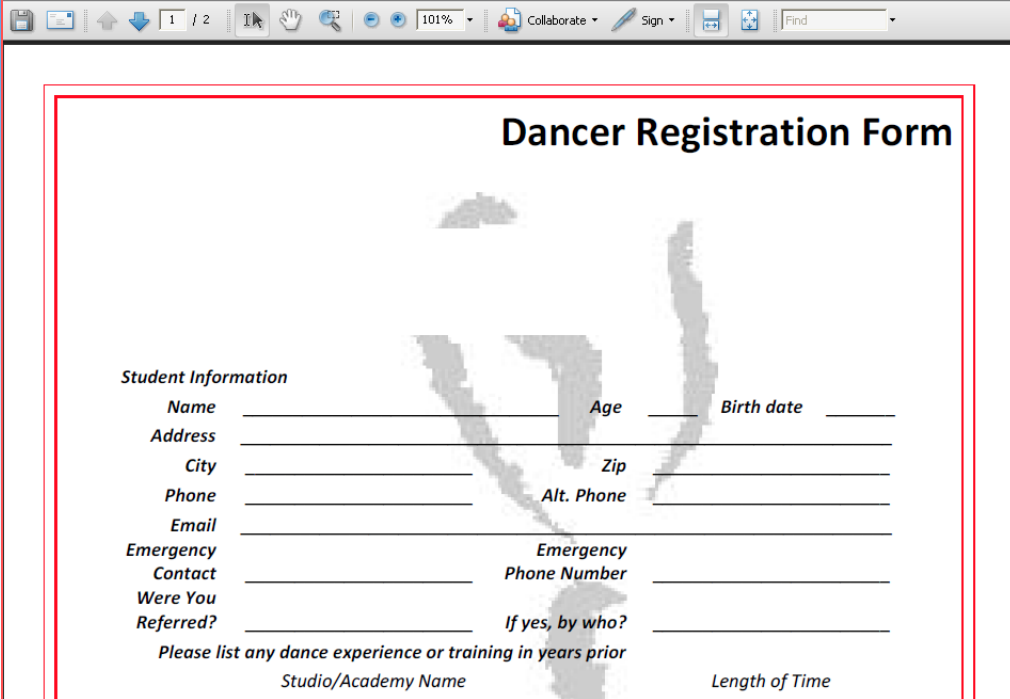
Online Registration 101 - Topics

- ◆ Defining Online Registration
- ◆ Online Registration Delivers
- ◆ A Well Designed System
- ◆ Studio Benefits
- ◆ You and Online Registration
- ◆ Online Payments Make Sense
- ◆ Online Payment Considerations
- ◆ Implementing Online Registration
- ◆ Contact Information

What is Online Registration?

It is NOT:

- ✦ Offering a printable PDF of the application form on your Web site.
- ✦ Collecting information in a form on your website that does not connect to an enrollment database.



The image shows a screenshot of a web browser window displaying a "Dancer Registration Form". The browser's address bar shows "1 / 2" and "101%". The form is titled "Dancer Registration Form" and contains the following fields:

Student Information

Name	_____	Age	_____	Birth date	_____
Address	_____				
City	_____	Zip	_____		
Phone	_____	Alt. Phone	_____		
Email	_____				
Emergency Contact	_____	Emergency Phone Number	_____		
Were You Referred?	_____	If yes, by who?	_____		

Please list any dance experience or training in years prior

Studio/Academy Name	_____	Length of Time	_____
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What is Online Registration?

A good online registration solution DOES:

- Place all the information needed about the student and the parents into the enrollment database automatically (no re-keying).
- Allow registrants to review and choose lessons and any options that are available with the lessons (one-time information input).
- Allow registrants to pay deposit and/or full private or group lesson fees (eliminate billing and collections).
- Provide registrants with confirmation of registration and payment (eliminates confusion).
- Allow registrants to complete registration and make payments at their convenience from home or work (make processes easier for customer).

Classical Training				
Available Classes				
Register	Days	Times	Openings	Instructors
Register	Fri	10:15AM-11:00AM	5	Tonya R.
Register	Mon	11:15AM-12:00PM	3	Tonya R.
Register	Mon	5:15PM-6:00PM	4	Erica D.
Register	Thu	4:15PM-5:00PM	10	Camille H.

Register	Days	Times	Openings	Instructors
Register	Mon	6:00PM-7:00PM	9	Deanna M.
	Thu	5:00PM-6:00PM	Full	Camille H.
	Tue	4:15PM-5:15PM	Full	Michele E.
Register	Wed	4:30PM-5:30PM	10	Erica D.

Online Registration Delivers

- ✦ *Online registration lets the website do all the work, freeing staff up to maintain daily business tasks.*
- ✦ *Online registration gets rid of the 6am lines and allows customers to register at their convenience.*
- ✦ *Online registration automates a previously tedious, time-consuming process and improves the accuracy of registrant information.*
- ✦ *Online registration forms typically have more complete and accurate information because the parent is not in a rush.*

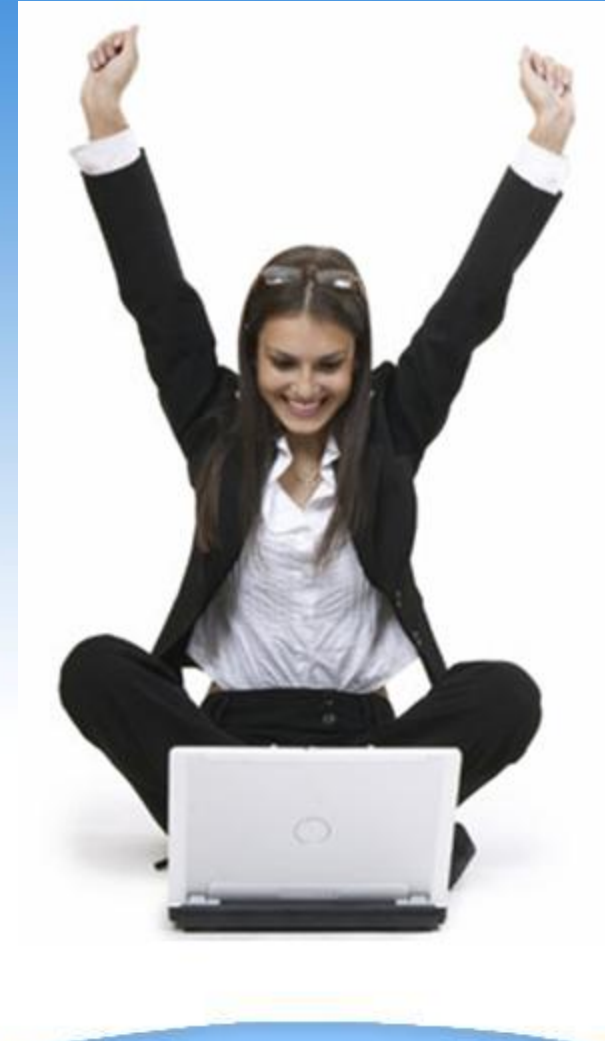
Parents can register from
anywhere / anytime



A Well Designed System

A well-designed Online Registration process can:

- ✦ Eliminate data entry and hard-to-read handwritten forms. After all, registrants type in their own information.
- ✦ Encourage prompt registration by allowing the process to be offered directly from your web site, e-newsletters or emails 24/7.
- ✦ Eliminate hard copy forms and therefore reduces your postage costs.
- ✦ Allow customers to be involved with a more professionally run organization
- ✦ Provide a succinct and understandable view of the enrollment levels and remaining capacity across all of your private and group lessons
- ✦ Meet the accessibility demands and online customer services expectations of customers



Studio Benefits

- ✦ Facility owners/managers generally benefit from several factors that are driven by their use of a well-designed online registration process:
- ✦ Consistent or growing registration numbers
- ✦ Ease of process makes registration less of a “decision” since it is done at customers’ convenience
- ✦ *None of our survey customers have seen a drop in registration since implementing online process*
- ✦ Significant savings for owner/manager and staff
- ✦ During registration seasons, the staff time consumed by registration details is cut by as much as 75%



Studio Benefits – Part 2

- ✦ Automatic commitment and payment
- ✦ Heightened accuracy of information
- ✦ Better accuracy of information in account
- ✦ Responsibility for account information is shifted to the parent/student.
- ✦ Increased customer satisfaction
- ✦ Easier on parents since there is a greater window of opportunity for registration and payment options
- ✦ Gives them choice of when and how to register
- ✦ Gives them control over account information and payment options
- ✦ Eliminates a ton of paper



Evaluating Online Registrations Systems

- ✦ Organizations offer a variety of lesson types and therefore make varying demands on an online registration process. Good online registration software provides the ability to offer short term lessons in addition to lessons that span a season or a year.
- ✦ Often customization can be required to fit an online registration solution to specific needs presented by those who provide lessons.
- ✦ The extent of the customization is, of course, driven by the variations in need. Many solutions are flexible enough to allow parameters to be adjusted to accommodate unique needs.
- ✦ If needs still fall outside of the range offered by a solution that has other required features, it may be best to seek out the services of the solution provider to further tweak the forms for a reasonable additional cost.
- ✦ Weigh the cost of the customization against the time the customization will save and determine if the added cost is a good investment.

Online Payments Make Sense

- ✦ Online registration doesn't have to include online payment, but it does make sense to include payment options at the time of application submission in order to consider it complete.
- ✦ The simplest method of online payment is via credit card.
- ✦ Secure payment processing via e-check (known as Automated Clearing House, or ACH payment).



Online Payments Considerations

- ✦ Information Storage – Do not store credit card information unless it is absolutely necessary and if it is necessary, the storage method MUST be secured. Technically, this means that the information must be protected by passwords and encryption. Paper records should be stored with equivalent precautions.
- ✦ The Insecurity of Email - Remember that any process that transmits this information using email is not secure and opens up exposure to fines levied on the email user for data that is misappropriated.
- ✦ Additional Payments – An important consideration is the issuing and collecting any additional payments such as those required for special lessons offered outside of the normal lesson tuition. As a last resort, mailed checks as payment can be used in unusual situations; however, a good online system should eliminate the need for such an option for any payments that are out of the ordinary.
- ✦ Preauthorized payment collection: Parents can agree to have subsequent/unique payments processed automatically upon coming due. With secure storage processes for credit card information, this type of payment processing can be accomplished without extra effort or cost.

Implementing Online Registration

- ✦ Update your website and test with a few parents they can easily register online.
- ✦ This user testing should include: new clients, existing clients, smart clients & dumb clients (technology challenged)
- ✦ Verify expectations are clearly communicated online.
- ✦ Define the process as to how your staff is to handle online registrations.
- ✦ Do a quiet rollout and verify the entire process works well.
- ✦ Once the entire process has been thoroughly tested and refined, announce it to the masses.



Thank You

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- ◆ To get a copy of this PowerPoint presentation go to:

www.JackrabbitDance.com – Click on
Case Studies