



PROJECT
PROFILE
PROMOTION

School swim instructors can now enter progress data at the poolside using an iPad

Shrewsbury School – an independent school in Shropshire for boys aged 13-18 years – is home to an impressive array of sports facilities, which include a boating club, swimming pool, health and fitness centre, racquet club, squash courts, national indoor cricket centre and indoor rowing. And now these extensive facilities have been enhanced with new management software.

The site required a more comprehensive system to improve the management of the facilities: storing and monitoring records, reservations and reporting, and catering for the extensive range of facilities and growing number of members – the facilities cater not only for pupils but also for the public. Prior to this, reservations, records and reporting were paper-based.

Following a detailed tender drawn up by sports facilities manager Ed Moore, Xn Leisure was selected as the software supplier. Xn Leisure worked closely with the client, installing a tailor-made system to improve communications via text and email alerts, save time with the introduction of online booking, and reduce staff costs with automated access control.

Xn Leisure's Dimension solution was installed – an intelligent piece of software that enables staff to manage new and existing customers, and identify off-peak periods to assist with future staff planning and marketing strategies. "All members of staff

INTO THE DIGITAL AGE

Client: Shrewsbury School, UK

Supplier: Xn Leisure



The private school also welcomes public leisure users

working within the sports facility were informed of the software improvements and Xn Leisure provided comprehensive training for members of staff on the new system," says Moore.

"The enhanced features and functionality of the new system has improved relations between staff and customers, with the addition of a user-friendly interface for online bookings and access to the home portal, where members of staff and customers can leave comments and feedback."

He continues: "An example of where the Xn Leisure system has been particularly successful has been in keeping records for the new learn to

swim programme. We now have over 1,000 children taking part each week. All participants receive a membership card with which parents can track progress via the home portal.

"The system is very straightforward. Paper trails have been reduced significantly, as all swimming instructors enter information at the poolside via iPads. Information is up to date and time-consuming end-of-term paperwork a thing of the past.

"Benefits can be seen throughout the club, and the system has benefited me directly as a manager, giving me easy access to financial performance and staffing rotas. I wouldn't have been able to make the differences I've made to customer service and operational efficiency without the Xn system."

Details: www.xnleisure.com