YMCA of Orange County Drives Enrollment Across 63 Locations with ChildcareCRM

YMCA of Orange County uses its youth development, healthy living, and social responsibility programs to strengthen communities in Orange County, East San Gabriel Valley, Pomona Valley, and Riverside County. In order to increase enrollment across their Before & Afterschool Program locations, they needed a CRM solution that automates sales and marketing.

In 2012, YMCA of Orange County was using an outdated CRM system that required branch directors to manage new inquiries and follow ups with pen and paper. Follow through was inconsistent and opportunities were being missed, so YMCA of Orange County started their search for a new CRM solution and chose ChildcareCRM.

Automating Sales and Marketing

Once YMCA of Orange County implemented ChildcareCRM and began using its automated marketing and two-way communication features, branch directors were able to respond to new inquiries fast. ChildcareCRM's automation also allowed branch directors to easily organize and manage prospective family contacts, store notes, and quickly follow up with families, saving them dozens of hours per month.

Today, YMCA of Orange County uses ChildcareCRM to automate their sales and marketing strategy. "With ChildcareCRM, we've gained visibility into the parent enrollment journey and defined how to communicate for each stage of that journey," said Anna Romiti, Vice President of Marketing & Communications at YMCA of Orange County.

Improving Oversight and Accountability

With ChildcareCRM, YMCA of Orange County can easily see how each branch location is managing new leads, waitlisted leads, and registered families. They've standardized follow up processes across locations and can see how families are progressing through the enrollment cycle.

"Email automation and task assignment automation are vital to our communication and growth," said Chris Soden, Marketing Manager at YMCA Orange County. Now YMCA of Orange County can track center performance across their locations to better understand the needs of each

Customer Key Facts

- Locations: 63
- Customer since: 2012
- Products: ChildcareCRM+

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ChildcareCRM has transformed the way we run our business. Now that we can centrally manage sales and marketing across 63 locations, we've seen an influx in registrations for our Before & Afterschool Programs.

-- Anna Romiti, Vice President of Marketing & Communications at YMCA of Orange County

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With ChildcareCRM, YMCA of Orange County:

- Saved dozens of hours per month per location with automation
- Standardized marketing across branch locations
- Increased registrations for their Before & Afterschool Programs

director, see where resources can best be utilized, and identify key areas of focus.

Making Data-Driven Decisions

"One of our favorite features is ChildcareCRM's custom reporting. All of the reports are specific to the childcare industry and allow us to make data-driven decisions on how we enroll families. We also appreciate that custom reporting is included with the platform. Other CRM providers charge for every single report change," said Chris Soden, Marketing Manager at YMCA Orange County.

YMCA of Orange County especially likes ChildcareCRM's lead source report that helps them identify where leads are coming from so they can invest in the channels that provide the most value. They also use email reports to monitor email open, click, and share rates to optimize email marketing campaigns.

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The Results

"ChildcareCRM's service and support is great. They made implementation and training easy by truly understanding our business and setting up the software to maximize it. We look forward to ChildcareCRM's ongoing support, service, and partnership," said Chris Soden, Marketing Manager at YMCA Orange County.

ChildcareCRM has helped YMCA of Orange County:

- Grow and maintain enrollment

- Improve the parent enrollment experience

- Gain real-time insights across branch locations

- Standardize marketing across branch locations with automation

- Reduce staff turnover and decrease new employee ramp time

- Run detailed marketing campaigns

- Improve communication with families

"ChildcareCRM is vital to our business and growth," said Christine Salas, Vice President of Human Resources at YMCA of Orange County. "We're also looking at ChildcareCRM's staffing solution. With that, ChildcareCRM will be the only platform that links our employees and members together—we'll have one platform to communicate with everyone."

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ChildcareCRM is the leading provider of cloud-based CRM software that helps childcare organizations grow their business by boosting enrollment and saving time. More than 4,000 childcare centers across the world rely on ChildcareCRM to automate sales and marketing so their staff can focus on what matters most—caring for their enrolled families. The ChildcareCRM platform includes lead management, sales and marketing automation, analytics, and online family enrollment. ChildcareCRM supports customers of all sizes from single centers to multinational enterprises. **Learn more at ChildcareCRM.com.**

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