



Doodle Bugs! Improves Parent Response Time Across 17 Locations with ChildcareCRM

Doodle Bugs! Children's Learning Academy, a family-owned and operated organization, was founded in 1992 by siblings Anna, Clarine, and Anthony Insinna. Their goal from day one has been to bring a new level of excellence to early childhood education. Their dedication to high-quality childcare and continuous improvement has helped them expand to 17 centers throughout New York, Pennsylvania, and Florida.

As their business grew, so did their workload. Doodle Bugs! needed a [smoother, faster, and more organized way to keep track of and respond to their leads](#). They also wanted to ensure they were not losing touch with families that toured or were looking for future enrollment. Doodle Bugs! began their search for a software solution that could [solve these challenges](#) and chose ChildcareCRM.

Improving Parent Response Time

Prior to working with ChildcareCRM, each Doodle Bugs! location used an enrollment binder to individually keep track of families that toured their center along with potential enrollments.

Now they use ChildcareCRM to store family information along with their status—new inquiry, engaged, tour scheduled, tour completed, waitlisted, and registered—all in one place. Doodle Bugs! sends automated emails and texts to families in each status to move them forward to enrollment.

Not only does this save staff time, it also provides immediate responses to parents throughout their journey. “We’ve seen an [increase in conversion rate](#) from lead to enrollment and our waitlists are steadily filling up again. Best of all, [parents love the fast responses they get from us, and we love how easy it is to keep in touch with families](#),” said Tracy Touris, Customer Relations Specialist at Doodle Bugs!.

Making Tour Scheduling Convenient

Doodle Bugs! also uses ChildcareCRM to let parents schedule tours directly from their website. Doodle Bugs! sets their tour availability in ChildcareCRM and simply places the virtual scheduling form on their website. Families select their tour date and time, then provide contact information. Next, they

Customer Key Facts

- Locations: 17
- Customer since: 2011
- Products: ChildcareCRM and ChildcareFORMS

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Tracy Touris, Customer Relations Specialist at Doodle Bugs! Children's Learning Academy

With ChildcareCRM, Doodle Bugs!:

- Increases response time and conversion rates across 17 locations
- Consistently communicates with families to keep them engaged and moving towards enrollment
- Successfully moved off pen and paper registration to digital registration

receive an instant confirmation of their tour appointment along with automatic email and text reminders about their upcoming tour.

“We love making things easier for our families. [Having parent-scheduled tours on our website is another convenience for today’s busy families](#), “said Tracy Touris, Customer Relations Specialist at Doodle Bugs!.

Moving to Digital Registration

Based on their success using ChildcareCRM, Doodle Bugs! decided to move from paper-based registration to digital registration using ChildcareFORMS. Prior to ChildcareFORMS, parents had to pick up forms in-person, fill out paper documents by hand, and either fax them in or drop them off at the center. This was inconvenient for families and for center staff who had to process paper registrations and enter family data manually.

With ChildcareFORMS, Doodle Bugs! emails a registration link to parents who then complete their registration forms online. Doodle Bugs! can specify which fields are required so they always receive complete registration packets. The finalized forms are automatically added to ChildcareCRM without staff members lifting a finger. “[Registration is convenient for families and so much easier for staff members to manage](#),” said Tracy Touris, Customer Relations Specialist at Doodle Bugs!.

The Results

Doodle Bugs! implemented ChildcareCRM in 2011 and added ChildcareFORMS in 2019. ChildcareCRM’s implementation, training, and customer success teams ensured fast and effective implementation. ChildcareCRM’s support team has remained there for Doodle Bugs! team to answer any questions or resolve issues along the way.

ChildcareCRM has helped Doodle Bugs! Children’s Learning Academy:

- Average a [32% conversion success rate from lead to registration or waitlist](#)—more than [3x higher](#) than the global average
- Capture and manage [40,983](#) new leads
- Schedule [26,894](#) tours with families
- Gain real-time insights and optimize performance
- Improve follow-up rates across locations with automation
- Reduce manual tasks and staff turnover rates
- Optimize communication with families

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ChildcareCRM’s [two-way communications feature is a game changer](#). We can easily send texts and emails back and forth with prospective families to move them towards enrollment. I am confident that this has [improved our enrollment success rate](#).

Tracy Touris, Customer Relations Specialist at Doodle Bugs! Children’s Learning Academy



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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