



Childrens' Creative Learning Centers Case Study



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Childrens' Creative Learning Centers (CCLC), a highly respected national provider of quality employer-sponsored early childhood education and care, operates 105 centers in 27 states. A partnership with a leading web-based services provider worked wonders for this progressive organization to improve customer satisfaction, reduce operating costs and help manage their fast-growing business.

A Strategic Partnership

In 2001, CCLC and COS (Childcare Online Services), now OnCare Services, worked together to move CCLC from a simple Web environment to a high functioning one. Better performance and a clear competitive edge were the result.

Ty and Fran, CCLC's owners, exude pride and confidence in their OnCare Services solution: “COS allows us to manage every aspect of our center business operation online,” says Ty. “The solution increased our productivity and our ability to serve customers and increase customer satisfaction.”

A Fragmented Business Environment

Before taking their business online, CCLC was operating on a basic, non-functional website. In addition, CCLC used manual communication tools, such as written reminder notices and phone and paper flyers. Busy parents would often misplace important center notes or forget to check their child's folders.

Fran and Ty knew they had to face the reality of today's web-based world—and the fact that parents are just more likely to read and respond to online information. Their website could only provide one-way information while a well-designed, fully functional website could meet customers' information needs in real time.

An Integrated Solution Based on Real Business Needs

As OnCare Services created CCLC's solution, every function was based on a real CCLC business need—and designed to help solve a major problem. The solution was anything but a generic one that was forced into place.

Since going online with COS, a day at CCLC is totally different from a day at CCLC back in 2001:

- **Better parent communication** - CCLC parents receive automatic email reminders and an e-newsletter monthly. Parents also login via the secure Parents' Corner to view photos of their children's activities.
- **Fully automated check-in/check-out** - Both parents and staff now check-in and out through a front desk computer. No more lines!
- **Parents contact CCLC in real time** - Prospective parents can schedule a tour online or view a wait list online.
- **Owners manage the business anywhere, anytime** - The entire business can be managed online. In fact, staff, customers and all CCLC users can access all online services anywhere, anytime.

CCLC is proud of its ability to use technology in the right way to fulfill the needs of its customers, parents and corporate clients.

To learn more, contact OnCare Services today! Call toll free 1-866-921-4267, send an email to info@oncareservices.com, or visit www.OnCareServices.com.