

CARMEL COLLEGE CASE STUDY

Make managing your college's sports facilities simple.

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PROBLEM

Carmel College faced the challenge of limited hire options and a highly manual, paper-based process for managing bookings. The hiring prices were ad hoc and there was no structured system in place.

So Carmel College set about trying to find a solution, and discovered SportsKey as they realised that other options on the market did not offer the same level of support and usability.

"SportsKey did it all for us - they were incredibly helpful. The ease of use was the main thing that attracted us.

We now have full control over who can access our premises, and pricing and availability are transparent to our customers.

They work under terms and conditions, ensuring a more structured approach and customer prepayment eliminates the risk" Paul Morgan

SOLUTION

The interface and simplicity convinced us that this was exactly what we needed.

The College found SportsKey at the right time and went through a few demos, making dummy bookings and loved how easy it was to use for both staff and customers.

They found the mobile component to SportsKey particularly useful, allowing the team to take last-minute bookings in just 30 seconds.

They also like that their customers can book multiple slots and are only billed on the day of their booking, rather than paying for every slot in advance, this encourages customers to make more advanced bookings.

"SportsKey is so easy to use for our customers. Having it set up on my phone enables quick and effortless bookings.

Customers appreciate the option to pay for their sessions on the day, rather than having to pay upfront. This feature has encouraged more advanced bookings and increased customer engagement." Paul Morgan

OUTCOME

Since implementing SportsKey, the daily revenue dropping into their account has made a significant impact on operations.

The system has saved us time and effort by recording and managing all bookings and providing a clear overview of future bookings.

We no longer have to spend time explaining our offerings to people, as SportsKey sends an email with all the necessary details.

"The biggest benefit we've experienced since working with SportsKey is the reduction in administrative tasks.

Everything is recorded and easily accessible, and future bookings can be monitored effortlessly.

The revenue increase has been remarkable. We went from £1,000 to £24,000 in one year and have now reached £52,000 in revenue."

PAUL MORGAN

"It's easy to use, fully transparent, and provides full control over the revenue stream. The daily revenue dropping into our account has made a significant impact on our operations."