

DOUBLE REVENUE WITH ONLINE REGISTRATION & MANAGEMENT

STAYING AHEAD OF THE HEAT WITH ACTIVE'S MEET SUITE



“ Our revenue has easily more than doubled. We’ve seen a huge difference in revenue on the lessons side. It has grown ten-fold. ”

Hugh Convery, Gwinnett Aquatics, Snellville, Georgia

When it comes to technology, Hugh Convery, head coach, founder and CEO of Gwinnett Aquatics in Georgia walks the cutting edge. With his background in technology, he is an advocate for the important combination of technology and coaching. Because of this, Hugh sees his use of ACTIVE’s swim software as essential to running a successful program.

Q&A with Hugh Convery of Gwinnett Aquatics

HOW DO YOU UTILIZE ONLINE REGISTRATION?

We use online registration for lessons, clinics and meets. Everyone must register online. We have a registration fee and a monthly fee. We also offer payment plans for our swimmers with the help of online registration. We’ve been using online registration for three years.

Before switching to ACTIVE, we used an HTML program that I wrote. It was difficult to take our information and export it into Team Manager. Since switching to ACTIVE’s online registration, the process has become much smoother and less time consuming.

When registering for meets, it becomes a bit more involved. We’ve added an optional escrow charge, so parents can have a continually running account with us. Many people like not having to worry about missing a payment. For the meets we post the meet entry with a weekly newsletter, about 10 days out from the meet.

HAVE YOU SEEN INCREASED REVENUE WITH ONLINE REGISTRATION?

Our revenue has easily more than doubled. We’ve seen a huge difference in revenue on the lessons side. It has grown ten-fold. Much of that growth can be attributed to being able to put all of the information online and for our participants to have the ability to make online payments. Online payments have saved us a lot of time as well. Getting the money up front and online helps make the process more efficient.

WHAT DO YOU DO WITH THE TIME YOU’VE SAVED?

There are always plenty of things that seem to consume my freed up time. My wife and I have taken over doing the books, so I’ve had more time to do that.

Find out how you can simplify your swim club management:

[ACTIVEswim.com](https://www.ACTIVEswim.com)

1.888.502.3448 | info@ACTIVEswim.com | [ACTIVEswim.com](https://www.ACTIVEswim.com)

WHAT ARE YOUR FAVORITE ASPECTS OF TEAM MANAGER AND MEET MANAGER?

I do all of my entries and create a lot of manipulated data reports using Team and Meet Manager. We use charts and graphs taken from Team Manager, where my swimmers can refer to their best times. Collecting the various data and creating charts can lay the groundwork for quite a challenging practice for our swimmers. We also reward the swimmers by using different reports to create graphs and probable outcomes. What I like best about these programs is that you don't have to limit yourself to the reports that are there. If you are able, you can export the data to Excel and manipulate it yourself. We run big meets and we need a high performing system. Meet Manager works well for us. And



I'm also happy to be utilizing a solid program that doesn't run on a web-based service because we don't always have internet access at our meets.

WHAT HAVE BEEN YOUR EXPERIENCES WITH MEET MOBILE?

Our experiences with Meet Mobile have been good thus far and our response from the parents and fans has been overwhelming. At our state meet, Meet Mobile was extremely popular—we had a record-breaking 80,000 hits per day to our website.

“ At our state meet, Meet Mobile was extremely popular—we had a record-breaking 80,000 hits per day to our website. ”

Hugh Convery, Gwinnett Aquatics, Snellville, Georgia



WHAT IS YOUR EXPERIENCE WITH ACTIVE'S CUSTOMER SERVICE?

From all instances I can remember, we have had very positive experiences. When we have an issue, I just call ACTIVE and the issue is resolved quickly and easily.

WHAT WOULD YOU SAY TO SOMEONE CONSIDERING USING ACTIVE'S PRODUCTS?

I think you're crazy if you don't move toward online registration. People can register whenever and wherever they want. The county still does a one-day sign up with a line down the block. Logistically, it makes no sense. Online registration makes the entire process easier on everyone involved.

WHAT'S YOUR ACTIVE, HUGH?

I am very passionate about Ultimate Frisbee. I've traveled all over to play and competed in the national competition awhile back. My family and I also love to bike, which I have passed along to my team. We do four big bike rides per year with the swimmers.

Find out how you can simplify your swim club management:

ACTIVEswim.com