

HEADS ABOVE WATER

How Longhorn Aquatics Streamlined the Dry-Side

“Having this system in place has definitely helped us be more consistent and more reliable in the service that we’re able to provide.”

Ann Nellis, Director of Longhorn Aquatics, The University of Texas

The University of Texas in Austin, Texas, hosts a full suite of swim programs, including club swimming, a master’s program, club swimming, a diving program, and water polo.

Operations were paper-based until 2014. Everything was manually entered, which was very difficult administratively.

Head Under Water

Longhorn Aquatics administrators tried a couple of software platforms to automate processes, but none met the functionality the university was looking for, especially the mandated criteria for collecting and receiving payments.

They also wanted to reduce the nearly 3 hours spent per meet managing billing. ACTIVE Hy-Tek, a consistent one-stop-shop management solution, gave them back that time.

Doing More in Less Time

ACTIVE Hy-Tek streamlined processes into one intuitive, easy-to-use system. Staff freed up time to focus on other areas and get the word out to more people about their programs. The software has driven more traffic on the team website, which translates to members in the door. “If it wasn’t easy, people would give up,” says Ann.

Meet entry now takes seconds. Parents are billed for meets with one touch of a button, and the billing procedures are all in compliance with the university’s payment processing criteria. They’ve been able to all but eliminate a notoriously inefficient communication process: chasing kids and parents down about payments and meet entries.

Because ACTIVE is the payment processor, that made our partnership the obvious choice.

Favorite Features

The staff identified the features that changed the way their programs run today:

- + Monthly billing to eliminate all forms of paperwork and ensure full payment collection
- + Swimmers portal allows parents to declare their attendance at meets
- + Receiving email notifications when an email has been received and opened
- + Volunteer portal enables quick signup for volunteers and easily tracks volunteer points
- + Online meet entry allows parents to sign up and pay all at once
- + Swim Manager integrates seamlessly with Meet Manager to export meet entries
- + Meet Mobile provides instant feedback for the parents
- + Ability to pull top times by groups and improvement by athlete
- + A dedicated Account Manager and support team to quickly and efficiently help with any issues

3

hours saved on
billing per meet

“BEFORE SWIM MANAGER, EVERYTHING WAS PAPER. IT WAS A NIGHTMARE.”



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Something for Everyone

Swim administrators worked hard to provide a great experience for parents and spectators. They also tried to keep coaches from excessive leg work and delays in getting meet results. ACTIVE Hy-Tek has simplified the processes needed to meet those goals, as well as positively impacting membership goals.

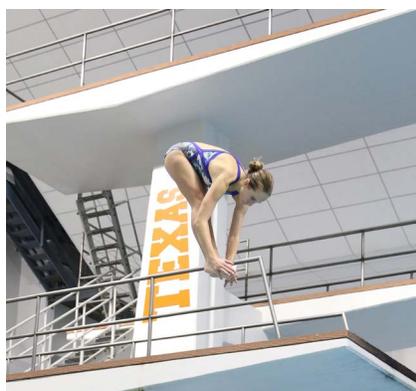
The staff recognizes that helping make parents hectic lives better also helps the club look better. Previously, it was easy to gauge how hard registration was for parents by the number of emails (typically, upwards of 200) and incomplete or missing payments. Since switching to Swim Manager, that has been virtually eliminated. Now, it's simple for parents to register and include all the information staff needs to run the team well.

Coaches love how easy it is to see where swimmers have improved, and who's signed up and who's not, with the push of a button. There have been fewer mistakes and lost entries now that parents are able to schedule their kids' meet attendance. Coaches feel more relaxed knowing they don't have to worry about the registration and billing end.

Support at Every Stroke

Longhorn Aquatics never felt alone. "Any time we had a question, support was there to set us straight and give us information on how to do it," says Ann. "They always get back to us the same day we reach out."

With ACTIVE, there's so much more: Longhorn Aquatics is a partner in product development. "They're always open to hearing our ideas and new features are always being released," Ann says. "It helps with our customers too. We have the reliability with ACTIVE to confidently reassure our members: 'We're talking with ACTIVE; we know that they're working on it; we know that they'll get back to us soon.'"



“Meet Mobile is one of the most brilliant things put out there. That instant feedback for parents and the kids on the heat and lane assignments is the best thing for swim meets in decades. This generation wants to be in the know and that's what Meet Mobile has done for the sport.”

Bridgette Rhoades
Coach/Meet Director of Longhorn