



Becoming a leader in aquatic education

**THE STATE SWIM
CASE STUDY**



**STRONGER
SAFER
SWIMMERS**





Udio meets State Swim

Having started with just one location in Adelaide in the 1970s, State Swim now has 18 swim school locations across Australia and Singapore. State Swim has become a leader in aquatic education due to their strong philosophy about how children best learn to swim, their committed, passionate team and their dedication to providing fantastic customer service, both in and out of the pool.



**"I WOULD
RECOMMEND
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SWIM SCHOOL
IN AUSTRALIA,
AND BEYOND"**

Ben Robertson
State Swim COO



A natural progression

STATE SWIM'S CHIEF OPERATING OFFICER, BEN ROBERTSON, HAS ALWAYS BEEN A PASSIONATE SWIMMER, SO WORKING IN THE SWIMMING INDUSTRY WAS A NATURAL PROGRESSION FOR HIM.

Part of providing outstanding customer service is ensuring the State Swim customer management and booking system works efficiently, with a high level of customer trust. After the State Swim senior executive team identified their legacy booking system was no longer serving the needs of the business or their customers, the team did what they do best: pursued a way to improve.

State Swim's Chief Operating Officer, Ben Robertson, has always been a passionate swimmer, so working in the swimming industry was a natural progression.

Ben and the owners of State Swim had investigated many different customer management and booking system software providers over the years – but in Ben's own words, "I would recommend Udio to every swim school in Australia, and beyond."





Discovering Udio

**“THE PLATFORM
REALLY NEEDED
TO INSPIRE
TRUST FROM OUR
CUSTOMERS”**

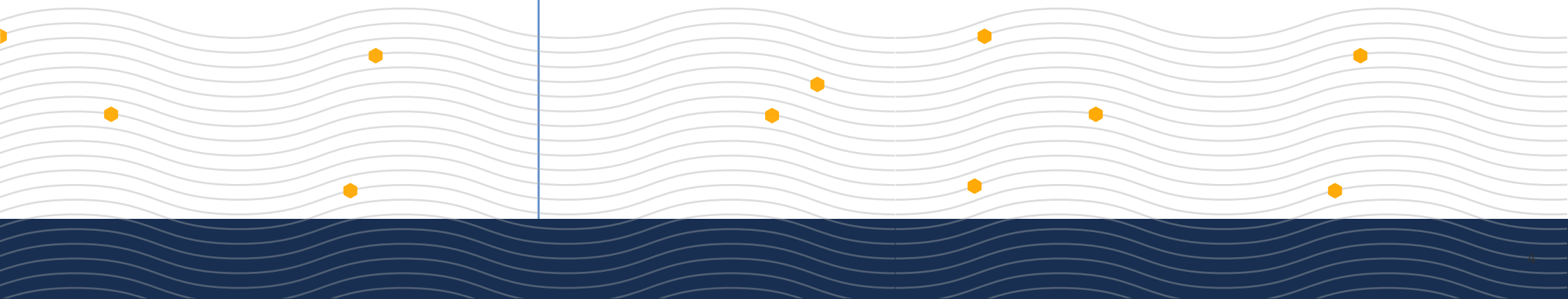
THE BUSINESS PROBLEM

State Swim’s legacy booking system was server-based and, over time, wasn’t able to grow with their business or provide additional functions the business required. As a global business, the State Swim team identified a need to bring on a new customer management and booking system when their customers lost trust in their legacy system due to its slow speed, lack of transparency and limited payment functionality (which only allowed for manual direct debit payments).

THE SEARCH

When the lines at the front counter at the end of the month began to steadily grow (because customers would rather line up to pay their accounts than use the legacy system) Ben and the team decided the time was right to start looking for another customer management and booking system software provider.

As Ben explains, “we had a few requirements that a new system would need to have. It was absolutely non-negotiable that the platform needed to be able to process automatic payments and credit card payments online; it needed to clearly display what the fees and class times were; and it really needed to inspire trust from our customers.”





Discovering Udio

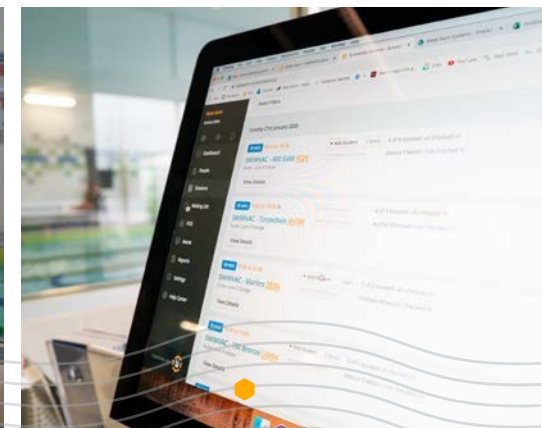
**“AS UDIO IS A
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THE SOLUTION

After learning about the benefits of Udio – including its powerful back-end reporting abilities, customer relationship management capabilities and the self check-in feature – the State Swim team decided to get on board.

Ben says the final catalyst for the decision to switch to Udio boiled down to the server vs cloud debate. “As Udio is a cloud-based software, we are able to access it from anywhere in the world, which is really handy when we consider the fact that we have centres in Singapore, Melbourne and Adelaide, and our head office is located in Perth.”

Additionally, it had to be simple and easy enough to use. “At State Swim, we pride ourselves on providing outstanding customer service, and so we felt that the booking system we chose, as an extension of our business, needed to do the same.”





Discovering Udio

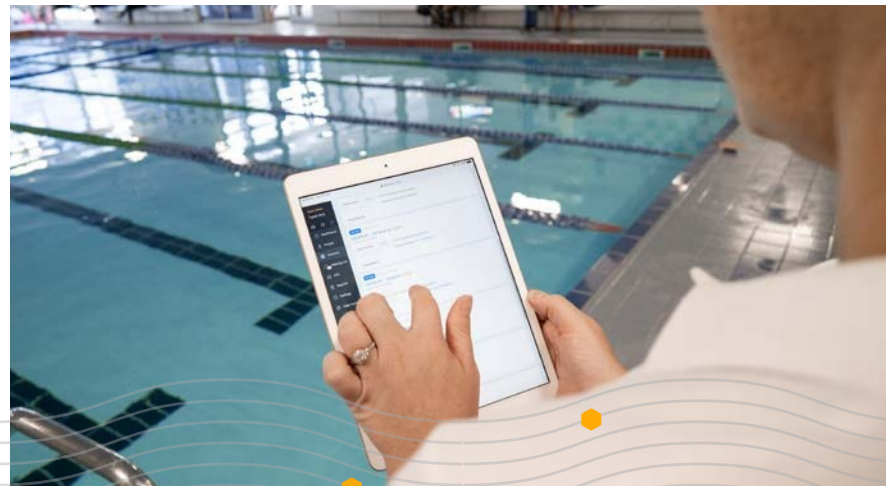
**“OVERALL, IT WAS
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TRANSITION”**

IMPLEMENTATION

When making business decisions – especially one as important as what management system to use – it’s natural to have some hesitations.

“Our main two concerns were with moving our customer database and then training our staff on how to use it,” Ben explained. “However, Udio was able to help us with both of those, and the level of support they provided during the process was fantastic.” Udio was able to take the State Swim customer database and import it into the new cloud-based system and provided comprehensive training manuals to staff.

“The staff responded really well to Udio, and with the training manuals and help centre Udio provided they were able, in pretty much no time, to book people in and navigate the system,” said Ben. “Udio is an intuitive system, so our staff were able to grasp the new processes very easily. Overall, it was a really seamless transition.”





The stats speak for themselves

4000 = **SUBSTANTIAL TIME SAVINGS**

ONLINE TRANSACTIONS

There are now over 4000 transactions per week processed online through customer accounts, which would have previously been processed over the phone or in person.



POSITIVE CUSTOMER FEEDBACK

The time savings from introducing this efficiency have been substantial, and **customer feedback is resoundingly positive** as they no longer have to wait in line or on hold to move bookings, advise of non-attendance or organise make-up lessons.



Udio saves an average of **8 hours of administration time** a fortnight for centre managers, allowing them to interact with their staff, customers and swimmers more than they were able to before.

The introduction of Udio has seen the SwimVac school holiday program grow **by 212%**, just because of the online booking ability.



Since implementing Udio customer accounts, 87% of customers now pay online, which has **increased the efficiency of fee collections.**

Udio has reduced reception staff hours!

Thanks to the self check-in function customers are able to check themselves in, which has reduced the need for additional staff to be rostered on during busy periods.



This equates to a cost saving while ensuring State Swim is still providing the outstanding customer service they are known for.



Customer accounts have also helped State Swim achieve a **reduction of 4.5% on outstanding fee balances** – from 5% to 0.5%.



Self check-in has also been attributed to a **15% jump in our customer satisfaction rating.**



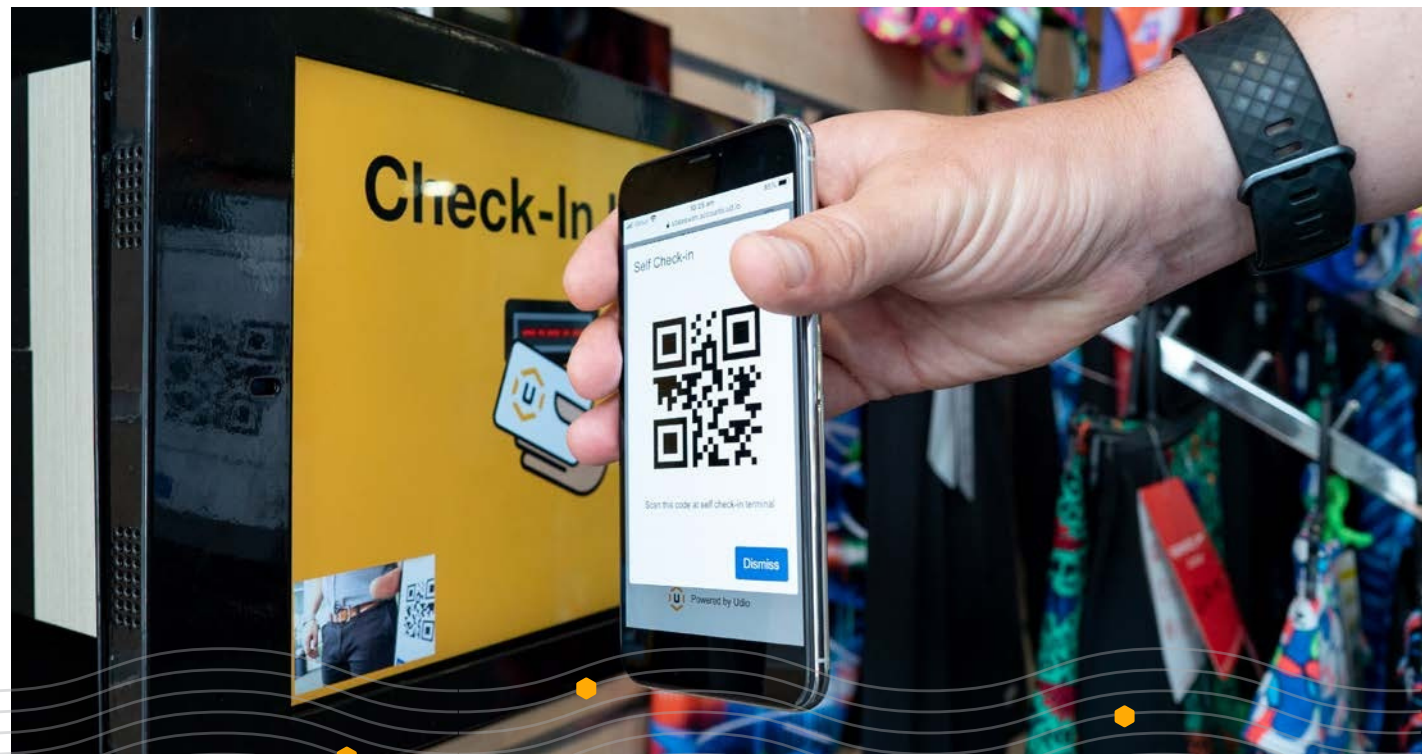
The impact

**“IT’S
CONFIRMATION
THAT WE MADE THE
RIGHT DECISION
BY BOTH OUR
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CUSTOMERS TO
SWITCH TO UDIO”**

Ben says Udio has had a huge impact on the State Swim business – for the better.

“Beyond the measurable improvements we’ve seen across the business in terms of admin time saved; in the reduction in non-payments; in the growth of our SwimVac program... we’ve also had such positive feedback from our customers about Udio,” said Ben.

“While we were confident Udio would improve our back-end operations, we were surprised by how well-received it was by our customers. It’s confirmation that we made the right decision by both our business and our customers.”



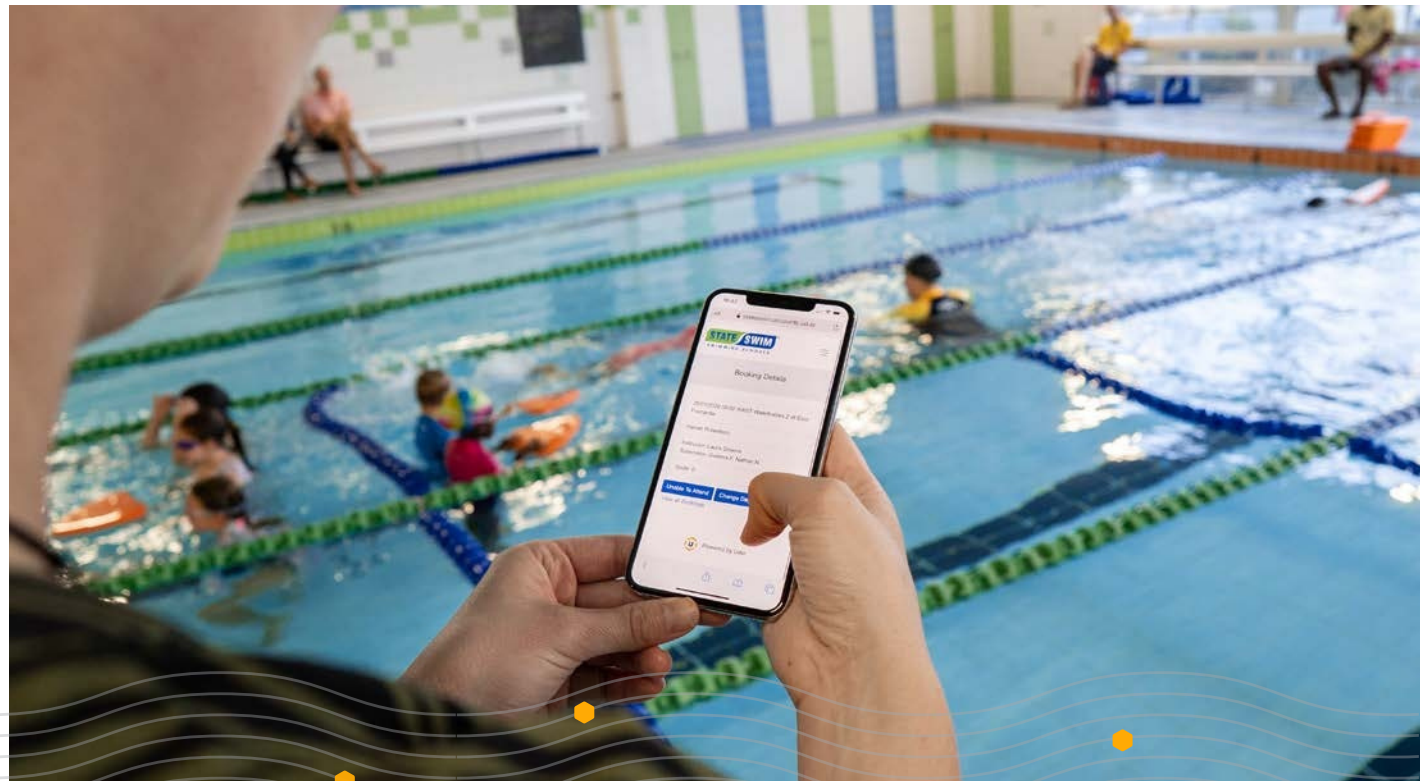


Future predictions

“RECOMMENDING UDIO IN A WAY FEELS LIKE GIVING AWAY A TRADE SECRET”

With society moving towards a digital-first approach to life, many industries are needing to adapt their ways of doing business to stay relevant and meet customer expectations. The swim school industry is no different, and Ben says that Udio has helped set State Swim apart from the pack.

“Recommending Udio in a way feels like giving away a trade secret – that’s how much of a positive it’s been for our business. I really foresee Udio being able to revolutionise the operations side of the swim school industry, so I’m pretty proud we jumped on board as early as we did.”





Want to know more or get access to a free demo?

Get in touch with our
friendly team today.

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