

KEEPING COOL

with cloud-based recreation software

"MaxGalaxy has made things much easier for our customers, which is a huge blessing. We love happy customers."

Nikki Copeland-Ronayne, Director of Figure Skating, Cool Sports



Cool Sports is a privately owned sports facility in Knoxville, Tennessee, that houses one ice rink and two turf surfaces. Each term, the center accommodates nearly 1,100 youth and adult hockey and soccer participants, and beginner to elite level figure skaters.

In addition, they operate a sports bar and concessions, and rent out pro shop space year-round.

Ready to Advance

Before MaxGalaxy, Cool Sports was struggling to make their operations more time effective and customer friendly. They had outgrown their previous software and wanted an advanced solution that integrated online registration, program details, customer profiles, reporting, tracking and an easy-to-read (and manage) scheduling grid for multiple venues -- all in one centralized system.

They were also looking for something more sophisticated for their financials.

After discovering MaxGalaxy at a trade show and arranging an onsite visit with a current MaxGalaxy customer, they decided on the recreation management solution they can access from anywhere with internet.

Favorite Features

Cool Sports staff pinpointed the features that quickly alleviated bottlenecks and headaches:

- + **Electronically tracking and assigning credits** to customer accounts eliminates "stashing pieces of paper to track credits."
- + **Self-serve customer accounts** ensure accurate contact information.
- + **Automatic membership confirmation** with USA Hockey eliminates a major inconvenience.
- + **The ability to add images to concessions** has made life much easier for staff.
- + **The ability to break out birthday party package charges** enables correct distribution of funds and better tracking of items.
- + **Duplicating session details** is as easy as clicking on "copy from existing."
- + **Creating schedules**, events, and programs for future dates is a breeze.
- + **Ease of copying scheduled items** or shifting reservations around.

- + **Color-coded reservations** make it easy to identify schedules with outstanding balances.
- + **The scheduling grid** is "super easy to manage."

How Customers Benefit

MaxGalaxy frees up staff time to focus on program development and relationship building, which directly benefits customers.

In addition, Ms. Copeland-Ronayne, Director of Figure Skating, states that digital participant waiver attachments, communications options and confirmation receipts have made registration much easier for Cool Sports customers.

Get started on your facility's success story today.

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