

# WAVE'S SECRET WEAPON

Where most people simply see registration technology that collects names and payments online, Anthony Miele of Wave Hockey in Burlington, Ontario sees something much more important to his business: **A serious competitive advantage.**

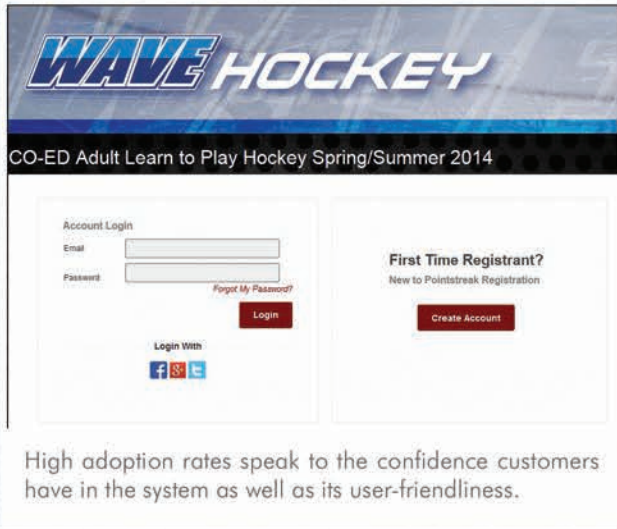
## KEY RESULTS

- ★ Gained a competitive advantage by having a powerful marketing tool to track who their customer is, what programs they signed up for and how to reach them with promotional messages.
- ★ Removed the administrative drag caused by in-person registration, allowing the Wave to expand from 1 program to 75.
- ★ Solid two-way partnership with Pointstreak and improved operational efficiency gave the Wave the confidence to expand their business.
- ★ 85% of Wave Hockey customers now register online at their own convenience.
- ★ Worked with Pointstreak to develop and pioneer a 'registration calendar' module that was well suited to promote and sell the Wave's camps.
- ★ Streamlined process freed up staff to focus on sales, upselling and good customer service.

## THE SITUATION

Eight years ago, **Anthony Miele**, Vice President and General Manager of Wave Hockey, had no solid information on his customers, only offered one program and had one staff member whose time was consumed by a cumbersome registration process. Today, Wave Hockey offers 75 camps & programs and boasts complete transparency on a targeted database of over 27,000 customers – well over the size of an average town in Ontario - a key marketing tool in his battle for marketplace superiority.

"It was a nightmare" said Mr. Miele about life before Pointstreak, "We were doing everything by hand. Folks would walk in to register. We'd punch their information into an Excel spreadsheet. We had one administrative staff practically doing nothing but all this lousy manual entry work. And even with all that effort, we still had no easy way to perform key operational tasks, like figuring out how many kids were showing up for a learn-to-skate class on Wednesday or how to reach every family with kids under 11 years of age."



High adoption rates speak to the confidence customers have in the system as well as its user-friendliness.

## THE SOLUTION

A mutually-beneficial relationship was struck with Pointstreak Sports Technologies that saw a highly customized and streamlined registration process put in place to meet the Wave Hockey's exact needs.

The new registration system efficiently gathered customer information and put it into a database that could be easily organized and put to use. Pointstreak and Wave Hockey also got to work on encouraging customers to adopt the new way of doing things and soon things took off.



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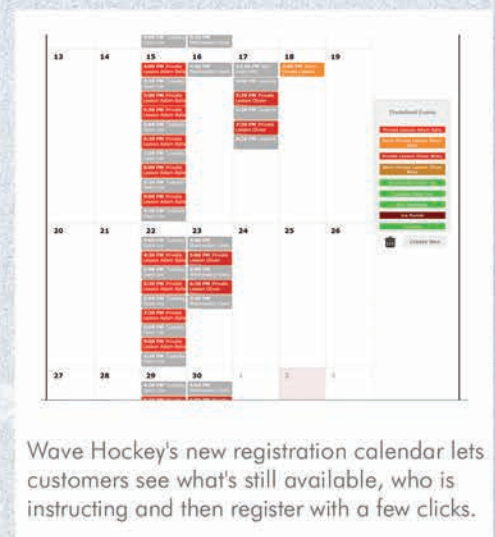


"We started out with about 10% of customers using online registration and 90% coming in-person" said Mr. Miele, "Now we've gotten that number up to about 85% online and the remainder walk-ins. I think that speaks volumes to the confidence our customers have in the security and reliability of the system."

The great adoption of Pointstreak's online registration system means the Wave can scale up without the overhead that comes with more paperwork or the cost of hiring more staff. The Wave's office staff grew from one full-timer to currently four full-time staff; but they're not there to punch data into Excel.

"We've hired more staff because our business has grown from only one program to seventy-five" said Mr. Miele, "And thanks to our better registration system and our high adoption, these new staff members can focus on what matters, and to me that's selling and customer service."

Under their old manual process, staff never had a clear idea of which kids would show up on a given day for a program, sometimes causing confusion and also under-utilizing available program space.



Wave Hockey's new registration calendar lets customers see what's still available, who is instructing and then register with a few clicks.

“Now I know real numbers” said Mr. Miele, “There’s no guessing. If a program has 24 spots and we see it’s only half-full, we can react early and promote it in order to fill it up. And the instructor can quickly and precisely see how many kids are showing up the next day. Does he need to schedule an assistant instructor? Or can he manage by himself? All this clarity has real business impact at the end of the day.”

The streamlined nature of Wave’s registration process –as well as his trust in the management behind Pointstreak - gives Anthony the confidence to expand his business. Less administrative overhead, more human resources focused sales activities and, most importantly, complete transparency into this customer base.

“It’s really a marketing tool” concludes Mr. Miele, “Tracking our customers and easily communicating with them is by far the greatest benefit [of Pointstreak’s registration system]. With a few clicks, I can identify, for example, all the families with 11 year old kids and tell them ‘Did you know Wave Hockey operates a private school? Check out the attached PDF to learn more. That’s a powerful, powerful capability I simply didn’t have before.”

Need to target female hockey players ages 5 to 12? Wave Hockey can pinpoint and reach with precision and speed.



## WHAT DOES THIS MEAN TO YOU PERSONALLY?

“It means I have an advantage the other guy doesn’t: I know exactly who my customers are, what they like and how to quickly reach them.”

