Complex Camp Registration Conquered by RecDesk's Radical Simplicity

After eight years with the Knoxville Parks and Recreation Department, Deputy Director Aaron Browning had the opportunity to upgrade their software. When their current provider – which was still a step-up from the department's previous pen and paper methods – was acquired, the staff weren't fond of the new version that was presented. "It had multiple issues," said Browning. "When we first went into online payment, we only had access from our administrative offices… we couldn't access it from our community centers."

Reaching for RecDesk

Browning tackled the research phase of Knoxville's software search, and he quickly identified a viable option for their department. "I would go to other agencies who had RecDesk with their online system and create an account and dig around," said Browning. "And it was super easy to navigate, which was really encouraging."

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>
> Aaron Browning
> Deputy Director

His research also included speaking with those local peers to see what their experience with the software's back end was like. "The town of Farragut, which is in the same county as Knoxville, had transitioned to RecDesk, and their staff said really great things."

But the deciding factors were more than RecDesk's notoriously straightforward and easy-to-use design – Knoxville needed the ability to handle their specific, fairly complex configuration of summer camp registrations. "When people sign up, they pay a registration fee, and then once they're registered, they have the ability to sign up for different weeks of camp," said Browning. "That was probably our biggest have-to-have type situation."

RecDesk was quick to tackle the interesting challenge of Knoxville's camp configuration, and this kicked off their onboarding process. "It's been so great to quickly jump in and have what feel like personal relationships and personal friendships to navigate our setup," said Browning.

Starting Up with Support

With the busy season looming, Knoxville's team jumped in headfirst. "We did not do the traditional 'All right, here's where we start,'" said Browning. "It was like, 'We need to get everything in, and we have to start summer camp registrations as soon as possible.'"

DETERMINE DETAILS:

CITY OF KNOXVILLE
Parks and Recreation
knoxvilletn.gov/recreation

97
Parks

2000+
Acres

129
Miles of Greenways and Trails

58
Parks with Playgrounds

"I think the onboarding was smooth. It was effortless," said Browning. "It wasn't like we had to reinvent our wheel of what we do." He enjoyed the easy communication with his RecDesk customer success representative, who often had helpful recommendations based on her experience with other programs and agencies.

Getting Used to User-Friendly

Browning's team have been at times surprised by the ease of RecDesk's software, especially concerning reporting. "We probably on some nights and days had five different POS systems going," said Browning. "Our staff were like, 'Hey, do we have to do this credit card report anymore?' ...No, it all goes here. It's all in one."

As the staff get used to the new system, Browning's role has benefited from the expanded funnel of information. "Even just the aspect of people having access to it... whether it's from their phone or their computer – they can work," Browning said, adding that he no longer has to be "the one who shares all the information."

Taking the Time to Make Time

With new capabilities at their fingertips, the Knoxville Parks & Recreation team had another important resource standing by: RecDesk's bite-size learning videos. While RecDesk requires no specialized training to use, these simple tutorials allow users to instantly feel

comfortable navigating the software. "There are times I don't even have to tell the person how to do it," said Browning. "I can say, 'Hey, here's this video.' ... It's simple."

RecDesk's features were built to be as simple to use as they are to learn. "I think the feature that's really unique is the waitlist to the roster aspect," said Browning. "We can hit the action button and then the system automatically sends them an email with a link to pay." The need to manually make calls, add registrants by hand, and assign invoices is gone.

"RecDesk is very easy to use, it's intuitive, it's simple, and simply – it just makes sense," said Browning. "I want companies that I can trust and enjoy working with," he added. "To have people who are friendly and genuine is really important," said Browning. "And I get that sense here."

Learn More:

Knoxville, TN | www.knoxvilletn.gov/

RecDesk | www.recdesk.com/

About RecDesk

Founded in 2006, RecDesk is cloud-based recreation software that radically simplifies the way recreation organizations work with and manage the information that is important to them. With more than 1000 customers in 48 states and Canada, RecDesk remains focused on building the best Recreation Management Platform in the industry – period.

About Clubessential Holdings

Founded in 1998 and headquartered in Cincinnati, OH, Clubessential Holdings provides software as a service with integrated payment solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and camp organizations. Serving three primary end-markets – Golf & Club, Fitness & Leisure, and Parks & Recreation – through nine leading brands – Clubessential, ClubReady, Exerp, foreUP, Innovatise, TAC, Vermont Systems, RecDesk, and CampBrain – the company offers a variety of forward-thinking technology and services which help more than 20,000 customers attract, engage, and retain over fifty million club members and community patrons – for life.