

## TOWN OF SOUTH WINDSOR | SUCCESS STORY

# How This Town Cut Their Clicks AND Costs in Half

### The Town of South Windsor Swapped Support Stress for Software Success

#### Walking Away from the Wait (...for Support)

Stephanie Tostarelli-Parker, administrative operations manager for the South Windsor Parks and Recreation Department, remembers why her department went looking for new software in 2018. “We were on the search for something more cost effective,” Tostarelli-Parker said. Her department wanted something that was easier to use – not just for customers but for their team as well.

“We kept coming back to RecDesk,” said Tostarelli-Parker. “Not only was it a more personal touch, but we also felt like the staff was just so welcoming, so inviting, so willing to answer our questions and be there whenever we needed them.” The big change for the Town of South Windsor was the ability to reach out with any questions or concerns – and the quick and helpful response from RecDesk’s team.

“That was actually the first time we

realized RecDesk was providing something we didn’t have with our previous software,” said Tostarelli-Parker. Her team researched different software providers, going so far as to extensively interview different potential partners – but RecDesk’s ease of use, value, and accessibility for customers made the decision simple. “Ultimately, it was more cost effective. The interface is just so easy to use and intuitive that it was a no-brainer at that point.”

In their first year with RecDesk, the department saved 49.5% in software costs compared to their previous provider – including credit card fees, transaction fees, and software fees.

#### All Aboard for Onboarding

“We had a great experience with our onboarding,” said Tostarelli-Parker. “RecDesk was very informative. They came to us. They were willing to sit down, talk to us, answer all the questions we had,” said Tostarelli-Parker. Whenever South Windsor’s Parks and Recreation Department reached out with follow-up questions, they found prompt answers from the RecDesk team. “It helped speed along that process,” said Tostarelli-Parker.

When certain use cases became potential concerns, Tostarelli-Parker and her team let RecDesk know what they needed. “They brought forward our concerns and RecDesk was able to meet some of those

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### DETAILS:



# 15

Parks/Community Areas

# 100%

of Programmatic Expenses Budget Recovered through Special Recreation Revenue Fund

Approximately

# 894

Acres

# 9

Full-Time Recreation Staff

# 12

Full-Time Parks Staff

expectations,” said Tostarelli-Parker. “They pushed forward these things that we really wanted and added it into the software, so there was no reason for us not to go to RecDesk at that point.”

## Registration Reset – Cutting Clicks in Half!

Tostarelli-Parker and her team have seen substantial benefits from the switch, including significant time savings for backend registrations. “We actually counted how many clicks our previous software took versus RecDesk,” said Tostarelli-Parker. “It was literally half the amount of clicks to process a registration.” The team also found the amount of pages they needed to go through was one-third the number of their previous provider. “You can do multiple steps on one

page and then move to the next,” said Tostarelli-Parker. Her department’s revenue rate in 2024 was 109% – allowing them to completely cover their Special Recreation Revenue Fund expenses.

“It was such a simplified way to process registrations and has definitely cut down on time,” said Tostarelli-Parker. On the customer side of things, the Town of South Windsor has experienced a boost in registrations thanks to RecDesk’s cart feature. “It was huge for the customers because they could add all the programs they want to,” said Tostarelli-Parker. “All the weeks of camp at once, instead of having to go one by one.”

“I feel like people sign up for more things because it’s easier for them,”

Tostarelli-Parker added. “Whereas the one-by-one registration can be kind of a deterrent, especially if programs are filling while they’re trying to check out.” The department’s biggest registration difference, however, came in the form of credit card fees. Being able to negotiate their own terms – instead of being forced to use their previous provider’s payment processor – allowed the department to save 1-2% on credit card charges.

## The Advantages of Accessibility

The community of South Windsor had excellent feedback regarding FlexForms, a popular RecDesk feature. For patrons without access to transportation, or those with mobility issues, FlexForms offered a clear new advantage. “By having it electronic for them, it creates a more accessible version of these forms,” said Tostarelli-Parker. “It makes us more inclusive.”

## Learn More:

Town of South Windsor | [www.southwindsor-ct.gov/](http://www.southwindsor-ct.gov/)

RecDesk | [www.recdesk.com/](http://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 and embedded payment solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and camp organizations.

Across ten brands – Clubessential, foreUP, ClubReady, Exerp, Momence, Innovatise, Vermont Systems, RecDesk, CampBrain, and TAC – the company serves more than 25,000 customers globally who leverage the technology to attract, engage, and retain over 50 million members and community patrons for life. Clubessential Holdings is backed by investors Battery Ventures and Silver Lake.