Picking the Perfect Provider

rec desk

After 10 years with their previous server-based provider, the City of Davenport Parks & Recreation Department decided a cloud-based solution was the way of the future. Becca Niles, senior administrative services manager for the city, led the charge for new software, using her previous experience of server-to-cloud migration at another department to guide the process.

Starting from Scratch: Seeking Software Upgrades

The team didn't want to settle. They were looking for software that was powerful, comprehensive, and people-focused, so they could offer the best possible service to their community. "We all really wanted to make sure that we were doing our due diligence," said Niles, "that we weren't just looking at who was the lowest bid. We were looking at what

> "We've seen a huge increase in our online sales and the community using the online portal, because it's much more user friendly than our previous one."
>
> -Becca Niles, Senior Administrative Services Manager, City of Davenport Parks & Recreation Department

would allow us to provide better service for our customers, especially online, on the customer side."

With that goal set, the department curated bids from 11 candidates, which they then whittled down to seven interviewees. From there, four in-depth demos led to the winner: RecDesk. "We really liked that RecDesk was all-inclusive, like you had access to all the modules regardless of whether or not you were actually going to utilize all of them," said Niles. "We're utilizing pretty much everything."

But the prevailing favorite feature in the department is the CRM. "The staff got very excited about it," said Niles. "As kind of the leader of our administrative services and the customer service component, the CRM was clutch for us." Niles highlighted the time savings of being able to share notes and centralize them all attached to a specific member's household, reservation, registration, or program. And with the online, paper-free ease of FlexForms streamlining insurance certificates, the City of Davenport Parks & Recreation Department loves how RecDesk has optimized their operations.

"Absolutely Phenomenal" Onboarding

When the time came to start the software swap, Niles, armed with her background in software and the support of the RecDesk team, was

DETAILS:

THE CITY OF DAVENPORT
IOWA | USA

50+
Parks and Amenities

10
Community Parks with 10+ Acres Each

10
Regional/Special Use Parks

17
Neighborhood Parks with 5-10 Acres Each

4
Mini/Pocket Parks

undaunted. "The onboarding process with the RecDesk team was absolutely phenomenal," said Niles. With 42 named parks, eight facilities, and numerous sub facilities for reservable areas, the team found timely support in RecDesk when they needed it – with that responsiveness prevailing even beyond implementation.

Niles noted that RecDesk's reputation with other communities, which they'd heard repeatedly during the software search, turned out to be true. "We called a lot of the references when we were going through the selection process. It was a continued common theme of, 'The customer service was phenomenal,'" said Niles. "That was another reason we went with RecDesk. Their

support team is hands down absolutely wonderful."

Turning Great Ideas into Solid Software: Household Linking

The City of Davenport's relationship with RecDesk goes beyond stress-free support: When Niles expressed ideas for useful features, they met with enthusiastic implementation from the RecDesk team. "I'm excited that I have given a lot of suggestions, and there's been a couple of them where they've said, 'All right, Becca, we made this enhancement, and it's because of you,'" said Niles. "And one of those was the linking of households."

With 60 campers a summer in just one summer-long camp, the city has

all the potential for paperwork nightmares. But Niles' idea, once brought to life by RecDesk, has digitized those duties and done away with waiver woes. "Being able to get all of their forms and share them across households has been incredibly helpful for our parents," said Niles. "They're not having to fill out 40 forms for each of their kids, because we can make some of them shareable."

The team even jokes with parents about the accessibility of their forms, now housed online with RecDesk FlexForms."We've seen a huge increase in our online sales and the community using the online portal, because it's much more user friendly than our previous one," said Niles. "Families can register online and be able to complete all of the forms from the comfort of their home and their pajamas on their couch."

Learn More:

City of Davenport | https://www.davenportiowa.com/

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 and embedded payment solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and camp organizations.

Across nine brands – Clubessential, foreUP, ClubReady, Exerp, Momence, Innovatise, Vermont Systems, RecDesk, CampBrain, and – 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.