2021 Dance Studio Resource Guide

1

customer service

Having an above-average customer service strategy will always work in your favor. So the easier you can make things for your customers, the better. This also includes making the abnormal seem normal *(lookin' at you, 2020)*.

How can you make things convenient for your customers:
- User-friendly contactless registration
- Regular and automated communication
- Makeups and absence scheduling
- Access to classes from anywhere

2

automation

When you automate your processes through studio management software, you may just notice you have more time for building relationships, focusing on enrollment, and putting a little extra cash in the bank.

Get your studio software working for you not against you by automating things like:

- Online registration
- Billing, tuition, and ePayment processing
- Point of sale & inventory
- Dancer milestones and skill progression
- Teacher & Staff timeclock & payroll

3

key metrics

Not having a firm understanding of your studio's key metrics isn't going to be an option in 2021. Sometimes, the term metrics & the thought of analyzing data gets a bad rap.

Look to your studio management software to answer questions like:

1. Which classes still have openings?
2. Which classes are on a waitlist?
3. Who is missing classes?
4. Who is my most-valuable teacher?
5. What's my ratio of inactive students?