

GREATER ACCESSIBILITY LEADS TO AN ACTIVE SAUGEEN SHORES

“ This system is designed for us. It gives us exactly what we need. ”

- Jessica Linthorne,
Recreation Programs Supervisor

Nestled along Lake Huron in Ontario sits the town of Saugeen Shores. Its active residents and visitors are highly interested in the town’s varied recreational activities, but for many years, the long lines at in-person enrollment events hindered their enrollment.

After 19 years of using ACTIVE’s Class software, the town switched to web-based ACTIVE Net solution. Accessible 24 hours a day for residents and both onsite and satellite staff, the change proved to be a big win for the small town.

THE PROOF IS IN THE NUMBERS

Almost immediately after going live, online registrations began to roll in and steadily increased:

- + First-day enrollments increased by 30% the very first session
- + By the third session, 67% of registrations were completed online
- + Now, more than 50% of visitors log in with their username and password first, allowing staff to track interests
- + More than 10% of logins have registered for more than one activity, some more than 10

With numbers like these, it’s clear that long-term engagement efforts pay off.

TIME SAVED, MONEY EARNED

In the past, the Community Services Department held in-person registration fairs with residents waiting in line for an hour or more. Staff labored over phone calls, payments and data enrollment for days after the event. Moving to ACTIVE Net’s online registration resulted in:

- + Immediate online registrations after system roll-over
- + An almost 85% reduction in staff efforts at leisure fairs
- + Accurate data at a moment’s notice

Now staff is able to be proactive with:

- + Program development
- + Marketing efforts
- + Process improvement
- + Seasonal preparations

THE RIGHT CONNECTION

An online service provides fast up-to-date information to a community. With ACTIVE Net, Saugeen Shores residents:

- + Update their own profiles, leading to accurate information sharing
- + Receive just-in-time messages such as cancellations or event reminders
- + Manage their own activities and schedules

When it’s easy, users will engage, allowing for two-way communication that connects the community.

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85% Reduction of staff effort at enrollment events

LEARN HOW

ACTIVE Net can help you raise revenue while reducing staff hours and headaches.



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