



# FOCUS ON WHAT MATTERS

Improving the member experience with ACTIVE Net

“We are confident that the member’s experience will be dramatically improved.”

Troy Patterson, Senior Vice President of Technology

The YMCA of Greater Kansas City serves as a community hub, reaching thousands of residents with their activities and education. Managing operations and providing great customer service became a challenge at the wide range of Y locations.

Wanting to keep up with a technologically-savvy membership, The Y made the switch to ACTIVE Net for their programmatic and registration needs. Now, they can connect with their community online, day or night.

### An Engaging Experience

The YMCA had been using a reliable system to manage their programs, but it lacked many of the features their members wanted. They set out to improve engagement and service, and soon realized ACTIVE Net could not only meet, but exceed their members’ expectations.

The YMCA has successfully increased their relevance to members by offering an enhanced online experience, which keeps membership engaged in all the Y has to offer, including:

- + A strong and feature-rich online experience
- + Online childcare registration
- + Social media integration
- + Online account self-service: receipts, tax statements and account management
- + Text message and e-mail alerts
- + Most programs available online
- + 24 hour-a-day accessibility
- + Enrollment via mobile devices

### More Returns with Less Effort

It’s not just members who are feeling more confident using the new online registration solution. Leadership and staff feel risks are mitigated by using a fully-hosted online solution.

“Moving to a cloud-based solution hosted in a world-class data center will allow us to focus on other needs,” says Troy Patterson, Senior Vice President of Technology. Now staff can concentrate on improving activities and offerings, not administrative errors.

Other operational wins include:

- + Online pre-qualification and registration for those who need financial assistance
- + Increased participation with less administrative effort
- + Automated communication using text messaging, e-mail and new member alerts
- + IT infrastructure relief, which allows improved security and less IT management
- + Efficient staff training with user-friendly system and “familiar” browser functions
- + Reduction in administrative work through self-service options

Improve operations and delight members with ACTIVE Net.

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