

Girl Scouts of North East Ohio Integrates Registration and Reservations with Doubleknot

Benefits include easier administration, improved communications and a streamlined customer experience

About Girl Scouts of North East Ohio

Girl Scouts of North East Ohio (GSNEO) was formed in 2007 by the merger of five councils serving 18 counties. Currently, GSNEO serves nearly 30,000 girls in grades K-12 and 14,000 adult members. In addition to hundreds of events and activities for girls and adults throughout the year, the council operates three popular camp properties that offer a range of options for overnight lodging, day use, program areas and activities like archery, ropes courses and canoeing as well as kitchen and dining options.

The Challenge

GSNEO sought a single online registration and reservation solution to integrate with the council's web site and support the many different events and booking options that they offer. Some of their unique requirements included:

- Different advance booking requirements for council staff, service units and troops to reserve camp properties
- The ability to upload hundreds of events at once instead of manually configuring each one
- Support for Pathway Passes, the council's unique product sales rewards program

The Solution

During the selection process, GSNEO reviewed the features of several systems and narrowed the field to three final contenders. After in-depth evaluation, the council felt the choice was clear. "Most of all, we wanted registration and reservations to be easy for our members," says Judy Matulevicus, Manager, Website & IT Help Desk. "Once we narrowed it down, it was clear we wanted Doubleknot."

Implementation

Throughout the implementation, Doubleknot worked closely with council staff to ensure their needs were being addressed. "The Doubleknot team made it very easy for us," says Matulevicus. "Joe and his crew have been incredible in their support, including customization. We've had nothing but good experiences."

GSNEO launched the new registration and reservations solution with more than 500 different events for girls and adults, and hundreds of different reservation options for camp properties. In addition, Doubleknot uploaded more than 75,000 discount codes for Pathway Passes, and customized many reports to meet the needs of the council's program, administrative and financial staff. Says Matulevicus, "Joe customized some reports to meet our needs, and it's gone so well that he and our CFO [John Graves] are documenting the process for other councils."

Features and Benefits

According to the council, Doubleknot is a success. "It's intuitive and easy to use," says Angie Blankenship, who manages event registration for the council. "Once you've set up a few things, it all makes sense. And you don't have to be a system coder to make changes to the way it works." Some of the features that the council enjoys include:

- **Flexible booking windows** for different groups. Council staff can book sites a year in advance, while service units, which may contain as many as 30 troops, can reserve up to six months in advance and individual troops can book 90 days in advance. As a result, both large and small groups are able to book the options they need without creating scheduling conflicts for the council.
- **Support for custom discounts.** Doubleknot's support for the council's Pathway Passes ensures that troops and families can easily apply their rewards to any event or reservation simply by entering their codes at checkout. The council can also set custom discounts on any event or reservation, such as a 15 percent discount on off-season property reservations.

- **Custom permissions for different account types** ensure that staff and volunteers can find exactly the information they need quickly. “It’s really streamlined the process,” says Matulevicus. “Our customer care staff who answer calls can look up what they need to help callers, and the volunteers at camp each weekend can log on to see who’s attending and what they’ve signed up for.”
- **Integrated communications.** In addition to automatically sending confirmations, receipts and billing reminders, Doubleknot’s built-in Communications Center helps the council stay in touch with service units, leaders, volunteers and families. The council appreciates being able to create and send email messages directly to the registrants for events and reservations. Says Blankenship, “We can automatically send information and follow-ups directly to the registrants without having to create a custom mailing list.”
- **Reporting and analytics.** Doubleknot delivers dozens of standard built-in reports, a custom report writer and an ad hoc query tool to create and save reports that contain exactly the information that any group needs. And, with all registrations and reservations in a single database, new options for data analysis are available. Says Matulevicus, “We really look forward to being able to tell how many of our girls use our facilities including how many unique individuals, and what percentage of members. Our board is thrilled with that.”
- **Custom forms.** Custom forms ensure that the council gathers all the different information, waivers and agreements that are required for different events and reservations. In addition, Doubleknot forms make it easy to offer add-on options and costs for activities and equipment.
- **Ongoing improvements and support.** Doubleknot frequently deploys new features at no cost to clients, and keeps customers informed of changes in a weekly newsletter, webinars and blog posts “I like how Doubleknot constantly keeps their customers’ needs in mind. There are frequent updates and improvements, and the webinars keep us up to date on the changes,” says Matulevicus.

Best of all, the council’s members are pleased with the solution. “Our members have embraced Doubleknot,” says Blankenship. “One of the things they wanted was to enter their information once and never have to enter it again. This system has made their wishes come true.”

Visitors can book lodging and activities online at any time with the always-up-to-date availability calendar.

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Learn More

To learn more about Doubleknot’s integrated registration, reservations and communications solutions for scout councils, contact David Mimeles at (408) 971-9120 x203 or Dmimeles@doubleknot.com.