



## **How the Lyndhurst Recreation Department generated \$103,000+ through online payments in 55 days**

### **Overview:**

The Lyndhurst Recreation Department wanted to improve their manual summer camp registration process by instituting a completely web-based system. The original process typically required parents to wait in line four (4) hours and did not allow credit card payments. All registration information would then require manual data entry adding countless hours to the overall process.

### **Project:**

Enable parents via the web, to register and make credit card payments for summer camp enrollments. Parents were able to sign up for a user account, create a family profile and view their child's completed registration information, including number of weeks and types of activities. Parents could also include child pick-up authorizations, important notes and special medical needs.

### **Solution:**

ADS designed, developed, hosted and supported a fully scalable (SSL) secure web based software solution built within Microsoft's .NET architecture and powered by SQL databases. This real-time web based solution enables staffers to create, view and generate numerous custom reports. Since parents enroll children online, all data entry is performed by the parents. This function alone saves hours of clerical time while allowing the staff to easily generate mailing lists and labels for future registrations. This time savings equates to an overall cost savings to the municipality.

### **Result:**

In the first year of the online registration and payment website, 63% of the children were registered online, generating \$103,000+ in credit card payments. Web-based system reduced registration times from nearly 4 hours to a mere 15 minutes.

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