

Swimming Coach increases her profitability by 30% and reduces her admin time by 90%



Margarethe Denk has always been a swimmer. She trained with coaches and learned to teach others to their full swimming potential. In 2015 she decided to turn her passion into a proper business and differentiated herself from other swim schools by mastering Terry Laughlin's innovative Total Immersion swimming technique.

She now finds herself in the water most of the day teaching her clients including beginners, triathletes, and those struggling with injuries.

vcita lets me spend more time in the pool with clients and less time behind a computer. They book, they pay, and they show up!

Challenge

Time-consuming scheduling

Most of Margarethe's clients contacted her via email for communication and appointments, creating a **long list of manual tasks** including scheduling, checking availability, confirmations, and rescheduling.

CHALLENGE

Too much time tied to the computer

Between appointment requests and payment follow-ups, Margarethe found herself losing at least an hour a day to administration. With so much of her time spent in the pool, Margarethe couldn't be tied to a computer as it spelled lost time and missed income.

Solution

Automated online scheduling

Now that [vcita's booking system](#) is integrated into Margarethe's website, she doesn't have to read and respond to emails or schedule appointments over the phone. Clients can see for themselves what's available and book their own appointments accordingly.



Challenge

Untapped revenue potential

Margarethe also **identified critical potential income that she couldn't tap into**. With 25% of Margarethe's business sold as packages, she needed a robust CRM that could provide lesson packages online, in an easy, pre-paid format

Solution

Revenue-boosting packages

Margarethe now offers many different lesson [packages](#) geared towards her different clientele and their goals. Her clients can see all their options, and can easily register and pay online for the package that matches their needs.

Challenge

Chasing payments

While Margarethe's clients have historically been responsible in terms of payment, she still lost time in writing reminder emails, sending invoices, and processing payments. It was also challenging to keep track of payments as her clients often paid in cash or with bank transfers.

Solution

Online payment collection

Clients now pay through vcita when they book. They pay online for the entire series, saving Margarethe "tons of time."

vcita has also given Margarethe transparency into her cash flow. As a result, it's so much easier to see and to monitor.

Challenge

Too dependant on the computer

Before vcita, Margarethe was back and forth with her email and essentially tied to the computer.

Now she can manage her entire business from vcita's app.

Solution

Lightweight mobile app

Now she can manage her entire business from vcita's app.

"I can take this business anywhere and everywhere. I'm not stuck at a computer, ever."

RESULTS

Less admin, more personal time

Once she integrated vcita, Margarethe saves herself 10 hours per month on scheduling alone! Margarethe hears from her clients all the time how much they love her automated system—especially because it's so easy and straightforward.

Through vcita, Margarethe sells a variety of lesson packages.

As a result, her profitability has increased by more than 30%. She also improved her client retention since now they're more likely to sign up for a series.

Margarethe recently started offering lessons in her own pool, the first endless pool for coaching within 100 miles. It's the next step in building her business.