

CASE STUDY



REFERENCE FOR SWIM SCHOOL MARKET

CASE STUDY



CUSTOMER INTRO

The Goldfish Swim School is a remarkable example of entrepreneurial success in the field of child and family services. Founded in 2006, the school has seen exponential growth, reflecting high demand for quality swimming schools. With the motto "Swim Lessons Save Lives", the school emphasizes the importance of swimming as a life-saving skill.

Jake Atchoo, a Michigan-based entrepreneur, has successfully expanded his business footprint with three Goldfish Swim Schools across different states. These schools, situated in Gaithersburg, MD, Rockville, MD, and Centereach, NY, have become community hubs, offering a range of aquatic services from swimming lessons to family swims and private events. Catering to a significant number of bathers weekly, the schools emphasize not only skill development but also water safety and enjoyment.

With a robust team of approximately 60 employees at each location, including 30 coaches, the schools ensure personalized attention and quality instruction. The impressive financial growth reflects the school's popularity and the effective management of resources across the multi-site operation.



PROBLEM STATEMENT

The operational challenges faced by Jake before the implementation of a preventative maintenance agreement were multifaceted and had a significant impact on his business.

The inconsistency in the unit's performance and the contractors' lack of expertise led to a series of issues that not only increased operational costs but also posed risks to safety and comfort. The 10-20% rise in maintenance costs, coupled with a 10-15% increase in emergency repairs, put a financial strain on the business.

Managing a unit with frequent downtime can be challenging and stressful, as it not only disrupts operations but also poses risks to employees and clients.

The accumulation of humidity and heat necessitating the opening of doors is a clear sign that the unit's climate control is inadequate for its environment.

When issues arose, Jake found himself in a challenging situation. He would need to call a technician to repair the malfunctioning unit, and that would mean that some of his employees would have to stay after hours, often when the school was closed, to wait for the repair to be completed. For safety reasons, he would ask at least two employees to stay, to ensure their security. However, this requirement led to additional costs for Jake, as he would have to compensate the employees for their extra time and possibly overtime. This scenario highlights the importance of having reliable equipment and efficient maintenance procedures to minimize unexpected expenses and disruptions.

SOLUTION

Before opting for the PM agreement, Jake explored partnerships with local HVAC companies. However, this approach proved inefficient due to the excessive number of parties involved, leading to communication and operational complexities.

By transitioning to a direct manufacturer agreement, Jake found a streamlined solution that offered several benefits. The automation of preventive maintenance (PM) tasks reduced the need for constant follow-ups, saving valuable time.

Moreover, direct communication with the manufacturer ensured more reliable and trustworthy interactions, addressing the root of their issues effectively. The ability to promptly contact a dedicated representative like Matt for swift resolutions further enhanced the service experience, demonstrating the effectiveness of this focused approach in overcoming previous challenges.

"YOU CAN'T REALLY PUT A PRICE ON A FRICTIONLESS REPAIR"

- Jake Atchoo

Owner and Operator
Gaithersburg, Rockville &
Centereach Goldfish Swim Schools

The implemented solution included ongoing quarterly maintenance, access to emergency repairs, priority phone-based technical support, and remote monitoring and troubleshooting services essential for addressing any immediate concerns.

To ensure an awesome customer experience, Jake's contract includes free filters for the year, a dedicated Service Account Manager, and a 25% parts discount.

"You can't really put a price on a frictionless repair" said Jake.

RESULTS & BENEFITS

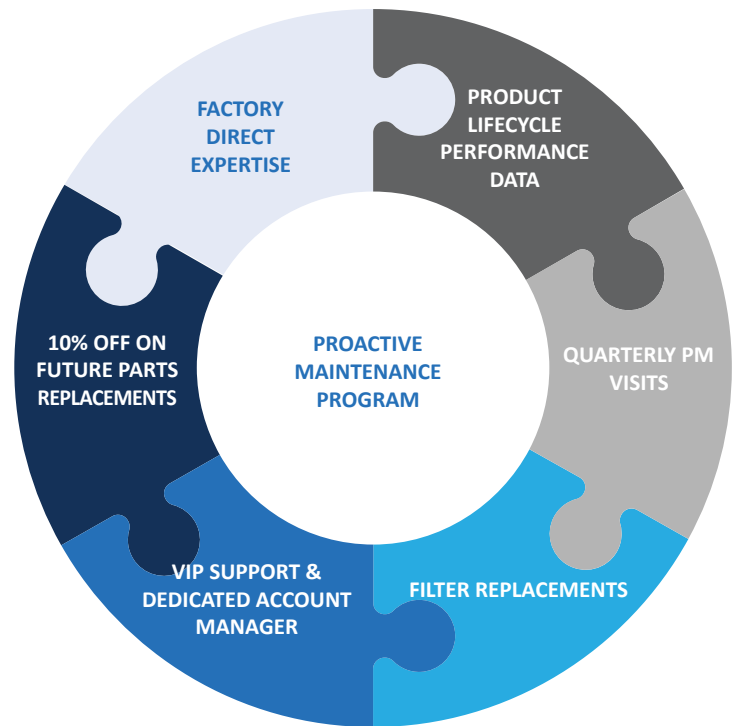
The improvements noted by Jake are indicative of a significant enhancement in operational efficiency and customer satisfaction. The reduction in support calls and emergency repairs suggests that proactive measures and maintenance strategies are effectively being implemented. Consistent air quality and

increased equipment uptime not only contribute to a safer and more reliable environment but also demonstrate the success of the recent system upgrades.

Jake's perspective on maintenance agreements is quite insightful, emphasizing the potential cost-effectiveness and the value of a seamless service experience. He suggests that by partnering directly with manufacturers for preventive maintenance (PM), businesses might not only save money but also avoid the unpredictability of external vendors.

Partnering with Dehumidified Air Services has proven tremendously beneficial. Jake's key takeaway is the importance of evaluating current expenses on maintenance and repairs. By considering a direct PM agreement, owners could potentially reduce costs and experience a more efficient repair process. This proactive approach could lead to significant savings and operational improvements.

MAINTENANCE PROGRAM TOPOLOGY



ABOUT DEHUMIDIFIED AIR SERVICES

Dehumidified Air Services is North America's largest manufacturer-direct dehumidifier service organization, with a true vested interest in helping you get the most out of your top-of-the-line units. As part of the factory that builds Dectron, PoolPak, and Seresco dehumidifiers, nobody knows dehumidifiers like we do – because we're the experts – We design them, we build them, and we service what we manufacture! With an install base of nearly 50,000 dehumidifiers across North America, Dehumidified Air Services is the only coast-to-coast company with the scale and expertise to deliver and operate trouble-free, state-of-the-art, pool dehumidification systems.

PARTNER WITH US!

We are on a mission to make the world safer, healthier, and more productive! Whether it is employee well-being, customer experience or competitive advantage, we do air better than anybody else and are equipped to help pool owners achieve their goals. Talk to one of our experts today to unleash the transformative power of air for your pool facility.

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