

October 2021 Newsletter



MOR Enhancements

We are pleased to announce that we have completed the next step in our system enhancement plan - the Locations section of SwimSoft Online has been enhanced! The new page acts as a hub, with links to associated configuration pages to help users define pools, areas, sections and activities, meaning that configuration of new locations is both simpler and quicker to complete.

You will also find that the 'Memberships' page has been rationalised (see System Configuration and Manage Memberships), and redundant functionality has been removed, making the page simpler to use. As part of this project, the

Client Memberships area of the Client Data Sheet has been improved too. Previously, administrators would not know if they had inadvertently allocated a client multiple memberships - given that membership type impacts on areas of communication and billing, it is important that the client only has one per location or a single global one. We know it is not practical to review each Client Data Sheet for membership errors, so the final part of this project was to enhance the Student Health check page, to make it easy to spot and remedy any errors.



Thinking outside the box

Last month, Emma pointed out that the 'Waiting List' function could also be used to create and manage mailing lists for marketing. Great for grouping people ready to market to or update – especially people who aren't active swimmers with you. This got us thinking - Waiting Lists can be used for anything (even non-swimming activities). Just build a list and then simply email the interested parties as and when you need too. We would love to hear if you have used a Waiting List or re-purposed a part of SwimSoft Online for a different task! A few years ago we used SwimSoft to manage a school PTA and co-ordinate two summer fetes! Helpers were placed on the waiting list, and they were allocated to "Classes" (tombola, cake stall, BBQ etc). It made running the fete much simpler, and the school raised few thousand pounds too.



Refer a friend

We wanted to remind you about our “Refer a Friend” scheme! If you recommend us to someone, and they tell us that you did so, we will apply some free text credits to your account as a thank you if they purchase our software!



Christmas Cards and Competition

We have been thinking ahead to Christmas (Sorry!!!!), and we wondered if we should send out physical cards to all of our clients, partners and suppliers, or if we should instead send out e-cards, and donate the money we would have spent on cards and postage to a worthy, water safety related, charity. Please pop on to our Facebook page and let us know your thoughts, and if you think we should donate, vote for which charity! If you cannot get on to Facebook, you can email Emma directly

evann@morsolutions.co.uk).

We will be back to holding our annual Christmas Competition on Facebook, so keep an eye out in early November. As well the normal giveaway, we have something VERY special available to win!

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Course Management Software

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