



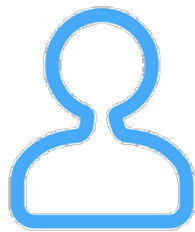
Catia Lopes is passionate about cheerleading and is proud to have set up the largest center dedicated to the sport in Quebec. With an increasing demand and a wide range of services, the center had to pay increasing attention to administrative tasks. By choosing Amilia's software, Catia can now devote more of her time to what is truly important to her; the success of the 500 Coyotes athletes.

amilia

THE STORY

In 2000, 13 girls gathered to form a cheerleading team. As time went on, the group received several requests from parents wishing to introduce their children to the sport.

In 2008, the Coyotes Center opened their doors. Today, it is the largest cheerleading training center in Quebec. It offers, of course, competitive programs, as well as recreational classes aimed at young people of all ages. Coyotes Center promotes health, friendship and determination. Their clientele is large, with about 500 athletes, and is constantly growing due to the increasing popularity of the sport.



500 athletes



Founded in 2008



THE CHALLENGE

The support team at the Coyotes Center managed their daily activities using Excel sheets. Initially, this technique worked, but as more athletes were signing up, the more tedious it was to track customer payments and queries. The risk of data loss was increasing.

In addition, parents had to register in person, which often led to a lot of unnecessary paperwork. In short, Catia realized that a great deal of time was devoted to administrative tasks, so that some employees had to work almost exclusively at the center's reception.



“We needed a reliable system so that year after year, we could keep the data that would allow us to evolve as a company.”

- Catia Lopes, Owner and Director of the competitive program at Centre Coyotes

THE SOLUTION

After the Excel sheets, Catia tried an accounting software. This solution helped a little with administration, but customers still could not register online. The level of paperwork to manage was still too high. With 500 athletes (and growing), they needed a complete system that would be easy to integrate.

After hearing about Amilia, Catia took the free online trial and was impressed by the simplicity and versatility of the system. Moreover, when she encountered difficulties, she knew that there was always an Amilia employee who could help her.

She was convinced Amilia was what she needed and decided to set up the platform at the Coyotes Center!



THE RESULTS

Following the implementation of Amilia, the transition for customers towards online payment and registration took place naturally. Now, nearly 80% of clients use the online system to register rather than going to the reception desk in person.

Consequently, it allowed some employees to spend less time at the reception and redirect more of their efforts to helping athletes achieve their goals. According to Catia, the parents are very satisfied with the system because it allows them to monitor their activities and finances more easily.

“With the creation of attendance lists, payment tracking, account reporting, automatic discounts and synchronized calendars, Amilia has become indispensable to our everyday work”. – Catia Lopes, owner



ABOUT AMILIA

Amilia is on a mission to bring **activity-based e-commerce** to community organizations as a tool for growth and engagement. Since 2009, our software has been an **industry leader** in areas like online registration, membership management, facility scheduling, and much more.

With a **seamless checkout process**, our clients enjoy an unmatched online experience that puts convenience and customer service above all else. Our goal is to **empower community organizations** to build lasting relationships with their residents and thrive in their city for years to come.

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