YMCA HBB Saves 120 Hours Per Week On Childcare Administration

Industry: Nonprofit

Customer Since: 2024

Products: Experience Studio

Features: Web Forms, eSign, Portals,

COMPANY BACKGROUND

YMCA Hamilton | Burlington | Brantford (YMCA HBB) is a Canadian charitable organization promoting healthy living and community support across 12 locations.

The organization employs approximately 1,300 staff annually, delivering licensed childcare services to around 6,000 children alongside employment support and immigrant settlement services.

YMCA HBB'S CHALLENGE

YMCA HBB's digital childcare registration system could no longer support the volume of forms, fields, and records required across the organization.

Fields regularly failed to submit correctly, staff had no way to return forms with correction requests, and families had no visibility into outstanding requirements.

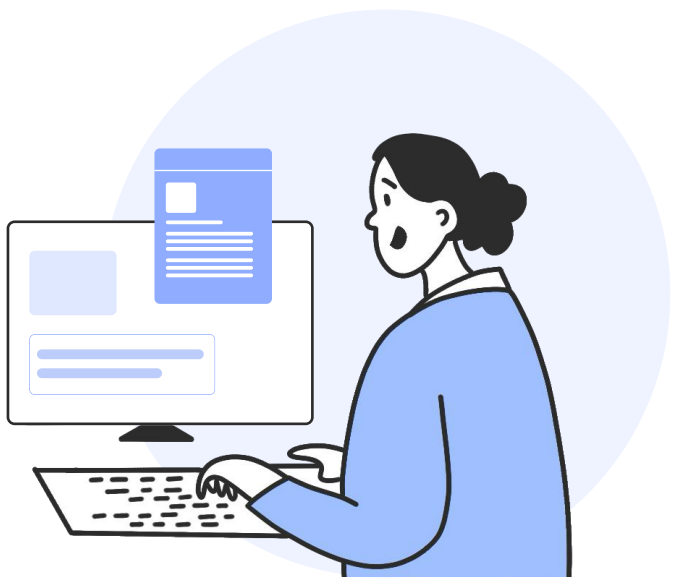
Separately, employment and immigrant service centers tracked visitor attendance through paper binders, and personal training coaches had no structured way to capture session notes in Salesforce.

TITAN'S SOLUTION

YMCA HBB deployed Titan Experience Studio to replace its registration system and extend Salesforce-connected access across all 12 locations.

Families complete multi-form registrations remotely through secure links, with full visibility into completed and outstanding forms.

Paper sign-in binders were replaced with a Salesforce-connected check-in application, and coaches now capture appointment notes through Titan on iPads during sessions, without additional CRM licenses.



KEY RESULTS

- **120 Hours Saved Per Week:** Titan eliminated manual form handling, data entry, and family follow-up, saving approximately 10 hours per week for each member of the 12-person administration team.

- **2 Hours Saved Per Family Registration:** Families complete registration remotely via a form link, removing the need for lengthy in-person visits and manual staff assistance.

- **Real-Time Attendance Across 12 Locations:** A Salesforce-connected check-in application replaced paper binders, giving teams immediate access to attendance records across every location.

- **Reduced Form Errors:** Recurring field submission failures from the previous system were eliminated, reducing audit-related data gaps year over year.

- **CRM Access for Front-Line Staff:** Coaches, employment center teams, and other front-line staff interact with Salesforce-connected data through Titan interfaces tailored to their role, without additional CRM licenses.

- **Mobile Access for Staff in the Field:** Titan's mobile and iPad-compatible setup allows staff to capture appointment notes and service information in real time, directly from the floor or in the field.

- **Fewer Manual Follow-Ups:** Staff can return forms with specific comments, while families can track completed and outstanding forms without relying on phone or email follow-ups.

> *"Titan gives us an interface to provide Salesforce data to our front-line staff, and has really closed the loop with our customers in a way that saves our staff hours every week." - Adam Brown, Director, Business Administration and Customer Care at YMCA | Hamilton | Burlington | Brantford*