



“SportsSignup seemed well ahead as far as technology was concerned and this was a big differentiator when compared to what we were already working with.”

*Lisa Smith
Administrator
Town & Country
Optimist Club*

The Customer

[Town and Country Optimist Club, Texas](#)

Multi-sport complex (Soccer, Softball, Baseball, Football, Lacrosse, Volleyball and Basketball)

For more than 35 years, T&C has offered Northwest Austin families and their children a great place to enjoy youth sports. During those years, foresighted members acquired 96 acres of land that is now the T&C youth sports complex. The facility is owned, managed, and maintained by the Town & Country Optimist Club, one of Texas' largest youth sports organizations, serving Austin youth since 1974. Offering spring and fall seasons in baseball, softball and soccer, seasonal offerings in basketball, football, golf, lacrosse, and volleyball to more than 8,500 participants served annually. T&C Optimists is a non-profit organization.

The Challenge

Town and Country Optimist Club, Texas (T&C) was frustrated with their current supplier of online services for their online registration program. They needed a company that could accommodate an organization with large registration volumes- over 8,500 a year. T&C needed a system they/themselves could manage efficiently and control without the help of an in-house programmer. T&C's administrators were spending a great amount of time attempting to complete "work around" for system issues that were not provided by their previous service provider.

- System had difficulty accommodating large registration volume
- Spending too much time on system issues
- Frustrated with previous service provider
- Loss of data with previous service provider

The SportsSignup Solution

[SportsSignup](#) provided T&C with a system that was able to handle their large volume of registrations, as well as integrating other key services, which included KidSafePlus Coach and Volunteer background checks and MySportsStore – Powered by Eastbay™ integrated team web store. With SportsSignup, T&C is now in control of their registration system with a big plus being able to add questions to the registration module at any time without the help of a programmer.

The Customer Result

By switching to SportsSignup and integrating the complete suite of services, Town and Country Optimist Club has added the much needed flexibility to their online registration process and saved themselves time and frustration by being able to utilize all the features and benefits of the SportsSignup system. SportsSignup had all the components T&C required to manage their organization without hassle. By implementing a background checking system as part of their risk management initiatives, T&C is now able to achieve full compliance and 100% participation. The largest benefit has gone to the end-user/registrants themselves with raves of ease of use to register and system complaints significantly improving...to almost none. T&C is thrilled with the customer service as any help that is needed is settled within a 24 hour period with constant updates. T&C finds SportsSignup to be very easy to use and very informative.

"Having a good registration module is very important. "Since I have been with T&C, we have gone through two other registration modules before finding SportsSignup. I cannot tell you enough how excited we are to be partnering with SportsSignup. When I found out what SportsSignup can offer in a registration module compared to what we had been using, I could not believe what we were missing. Registration setup has never been easier and I can do it all by myself -- no programmer to send changes to. Besides the registration module being so user-friendly, SportsSignup's customer service is like no other. There is someone to help you at all times. Feedback from our parents as well as our individual sports associations has been very positive. We are very happy to be part of SportsSignup!"

*Lisa Smith
Administrator
Town and Country Optimist Club*



To see how SportsSignup can help your organization, please contact us...

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SportsSignup, owned and operated by League Sports Services LLC, provides sports organizations with a fully integrated Software-as-a-Service (SaaS) solution to facilitate [online sports registration](#), [e-commerce fundraising](#), and [coach/volunteer background check management](#). Since 2003, the company has been dedicated to operating a secure, affordable, and hassle-free online service suite that enables administrators from hundreds of soccer, football, baseball, lacrosse, basketball and many other youth sports organizations to spend more time on the playing field by automating many aspects of their duties.

On the Web: www.sportssignup.com

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