



CASE STUDY

How Bright Beginnings Preschool Uses Technology and Automation to Grow

Personal connection and human interaction are vital to running a successful child care business, which is why many directors and owners hesitate to embrace technology.

But for Molly Hichens, a second-generation child care owner with three centers in Charlottesville, Virginia, blending technology and traditional values has been key to her success.

Let's explore how Molly uses technology and automation to save valuable time and money while enhancing the quality of care provided at her child care centers.

Growing Up in Child Care

Molly's roots in child care run deep – she grew up in a family who ran a child care business.

Over the years, she has held various roles in early childhood education, including, running centers, working on the broker side of selling preschools and training on marketing and sales to increase revenue. Her extensive experience and lifelong passion for child care have made her a leader and consultant in the industry.

Molly believes strongly that child care and preschool owners, particularly in the post-COVID era, must enhance the quality of care and ensure sustainability of the business.



Child Care Center
Established in 1984

Location
Charlottesville, Virginia

Procure User
10+ years

Enrollment
Over 300 children
between 3 locations

Employees
75 team members

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Owners are looking for that support from other owners and consultants to collaborate and grow. There are a lot of owners, managers and directors in the industry who have such a passion for children, but they maybe don't have the experience or skills to take on the operational business side yet.

— MOLLY HICHENS, BRIGHT BEGINNINGS PRESCHOOLS

And that's where technology and automation can help! Her centers use Procure to streamline management and back-office tasks, allowing for more time to what truly matters: the children in their care.

The Challenge

Child care centers today face many challenges, from attracting and retaining staff to meeting the high expectations of millennial parents and everything in between. For Molly, staying competitive with neighboring centers meant evolving with the times, which included integrating technology into daily operations. Her goal was to streamline processes and improve communication without losing the personal connection that lies at the heart of the child care industry.

The Solution: *How Technology Made a Difference*

By leveraging Procure, a leader in child care management for more than 30 years, Molly achieved remarkable results:

Time and Cost Savings

Automation of routine tasks allowed Molly to focus on growing her businesses. "While it takes the investment of time and money to put your company's data into a new software like Procure (and train your team on it) the payoff is priceless knowing you get the information you need to make key decisions for your business at a moment's notice," said Molly.

Improved Communication

A child care mobile app enabled Molly's centers to share updates, photos and videos with parents and families to increase engagement and trust.

Enhanced Security

Implementing data security best practices ensured that sensitive information was protected, aligning with privacy laws.

Efficient Staff Management

Procure's staffing tools improved management of schedules, minimized administrative burden and ensured appropriate staffing levels, maintaining high-quality care and regulatory compliance.

Real-Time Analytics and Reporting

Real-time data analytics and reporting tools allowed Molly and her team to make quick informed decisions, track key results, and proactively resolve issues at her center, overall improving her business efficiency and responsiveness.



Tracking Leads and Managing Capacity

Using Procure, Molly could efficiently track prospective families through her enrollment pipeline and manage capacity. This tool provided real-time insights so she can make data-driven decisions about staffing and resource allocation.

Online Registration and Enrollment

The online registration and enrollment feature simplified the process for prospective families. This not only saved time but also provided a seamless user experience, which is crucial for tech-savvy millennial parents.

Child Care Mobile App

Procure's child care mobile app became a unique and valuable offering and key selling point for Molly's centers. Families can easily set up automatic payments, receive instant updates and stay connected with their children's day-to-day activities. Offering a child care app resonated especially well with millennial parents who have come to expect this level of transparency and convenience. "Using family communication technology tool is imperative to staying competitive and adding value to your program. Not only does it bridge home and school, but it promotes communication and school engagement," said Molly.

Streamlining Billing and Tuition Collection

Procure's automated billing and tuition collection capabilities saved Molly's team from spending hours manually invoicing each family and collecting payments like cash and checks. "Procure has saved us countless hours and money by being able to process payments with a click of a button," said Molly. Procure has not only improved efficiency but also reduced errors, late payments and bad debt, ultimately leading to higher revenue for her businesses.

Upholding Data Security

Procure helped Molly ensure that all data was managed securely, adhering to the latest privacy laws. This reassured parents that their personal information and their children's data were in safe hands.



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Community and Collaboration

Molly has always emphasized the importance of community among child care owners, believing that collaboration and support can significantly enhance the quality of care provided. By embracing technology, she not only improved her own centers' efficiency but also set a high standard for her peers.

Her story is a testament to the power of technology in transforming child care. By integrating advanced tools and automation, she succeeded in saving time, reducing costs and enhancing the overall experience for families and staff. Her approach highlights that technology and personal touch can coexist, leading to a more efficient and competitive child care business.

For child care owners looking to emulate Molly's success, the first step is understanding the unique needs of your community and selecting the right tools to meet those needs. If you're ready to take your child care business to the next level, join the growing community of tech-savvy child care owners and discover how automation can unlock your full potential.



Contact us today to request a free personalized demo.

By leveraging digital tools for enrollment, communication, and daily operations, child care centers can streamline administrative tasks, improve parent satisfaction, and provide better care and education for children.

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