The Family Experience Advantage:

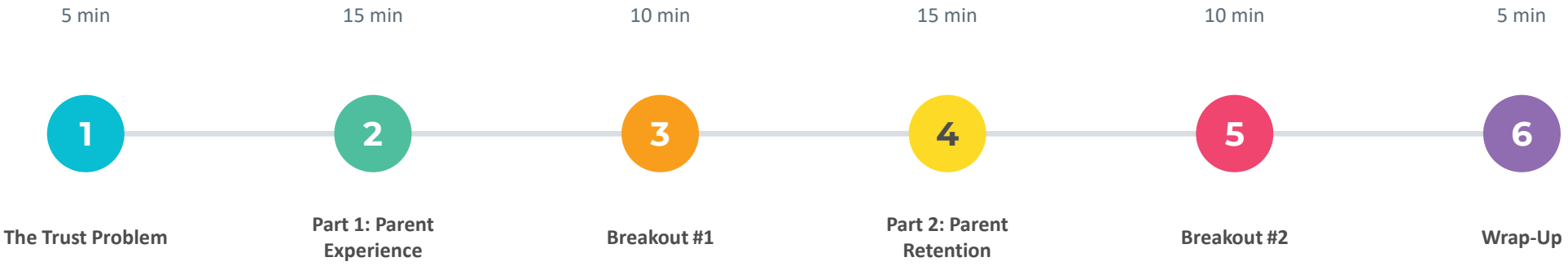
Building Trust and Turning Everyday Moments into Retention



Procare Solutions | Child Care Success Summit 2026

How We'll Spend Our Time Today

Two halves, two breakouts. Bring a pen and a friend.



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The Trust Problem

Customers Are Not Lost in a Single Moment

The assumption

It's tempting to think families leave because of one bad incident: a billing dispute, a miscommunication, an uncomfortable conversation.

The reality

Departures are rarely one event. Small doubts accumulate quietly over weeks or months until a parent finally acts on a feeling that's been building for a while.

By the time a family tours another program, the real decision was made much earlier… in the ordinary moments nobody was tracking.

Four Key Areas Where Trust Is Won or Lost

Communication

Response time, tone, and consistency across every staff member, not just one great teacher.

Security

Whether parents feel their child is in a safe environment and they get clear, timely communications about their child's well-being.

Payment Handling

An easy dependable experience… or a source of recurring frustration.

Culture

How you handle feedback, conflicts, and set the standard in delivering on your promises.

Where Does Trust Erosion Occur?

Where Parents Feel Friction

- Inconsistent or delayed communication
- Confusing or surprising invoices
- Uncertainty about their child's day
- Feeling like “just another customer”

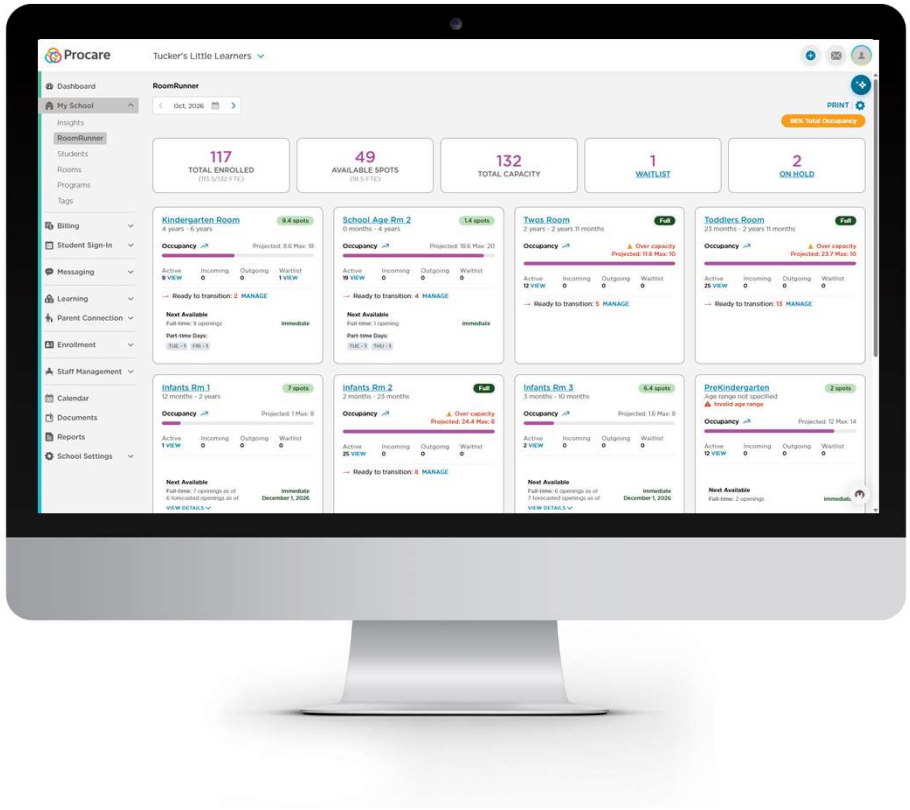
Who Owns the Experience?

- Enrollment & front desk (first impressions)
- Classroom staff (daily communication)
- Billing & admin (trust at the invoice)
- Leadership (culture and standards)

The Right Tools Help You Stay on Top of Customer Needs

The impact technology can have at your ECE business to enhance operations

- ✓ Streamlined administrative tasks
- ✓ People and data management
- ✓ Online documents and digital signatures
- ✓ Minimizes the potential for human errors
- ✓ Improved communication with staff and families
- ✓ Automated registration and enrollment
- ✓ Automated billing/payments & accounting
- ✓ Enhanced security and check-in/out
- ✓ Reporting
- ✓ **And more …**



Part 1: The Parent Experience

Know Your Customer

Let’s look at an example child care customer persona.



Mindy

THE BUSY PROFESSIONAL

Age: 34

Role: Marketing Manager (Hybrid)

Children: Leo (2 yrs), Maya (4 yrs)

Tech Savvy: High (Mobile-first)

Key Goal: Career growth with complete peace of mind

Life Stage & Demographics

- Dual-income household with demanding hybrid schedules.
- Constrained on time; values efficient drop-off/pick-up routines.
- Relies heavily on digital tools to organize daily family life.

What She Values Most

- **Trust & Safety:** Absolute peace of mind during work hours.
- **Transparency:** Real-time updates on her child’s day.
- **Payment Predictability:** Clear pricing without unexpected fees.

What "Great" Looks Like

- A safe, loving environment where staff know her child's personality.
- She is engaged and able to stay informed about her child’s daily life at their school.
- Delights that prompt her to advocate & refer friends.

The Parent Journey: Where Experience Is Made



Discovery

The parent first learns you exist and develops a first impression.

Lead / Tour

They initiate a conversation and express interest.

The First 30 Days

The standard is set through the enrollment and onboarding process.

Growing With You

Ordinary moments where trust is won or lost. Innovating and raising the bar as families stay longer.

Modern Parents' Expectations

- ✓ Real-time updates on their child
- ✓ Digital check-ins and alerts
- ✓ Self-serve billing / autopay
- ✓ Personalized communications
- ✓ Involvement with their child's growth



76%

of parents report being highly engaged and want to be partners in development, not just customers

Trusted Family Engagement & Communication

Support learning outcomes

- Assess and report on developmental milestones
- Record and share activities with parents
- Share curriculum and lesson plans

Promote community safety

- Track attendance, room movement and ensure teacher/child ratio adherence and reporting
- Contactless check-in/out with authorized drop-off and pick-up information accessible from any device
- Create incident and activity reports

Build trust and loyalty

- App for easy two-way communication
- Share photos and videos in real-time
- Create and share newsletters and an event calendar



BREAKOUT #1

Audit Your Parent Experience

1. What are parents walking away with today, good and bad?
2. What's one thing you can improve right away?
3. What's one thing a peer at your table is doing well that you could borrow?

10 minutes at your table then we'll share.


Five Finger Breathing
Pause
Breathe in
Breathe out
Pause
Repeat
START HERE

Part 2: Parent Retention


5
123
SESAME STREET

Today's Presentation is Brought to you by the Number...

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5x

the cost to win a new family, versus keeping one you already have.

Is your program spending more time, training, and budget on tours and waitlist conversion than on the families already in the door?

The $14,400 Empty Seat

Customer Acquisition Cost (CAC)

$41 – $52

The cost to acquire a new lead through digital marketing.

Lifetime Value (LTV)

$43,200 – $72,000

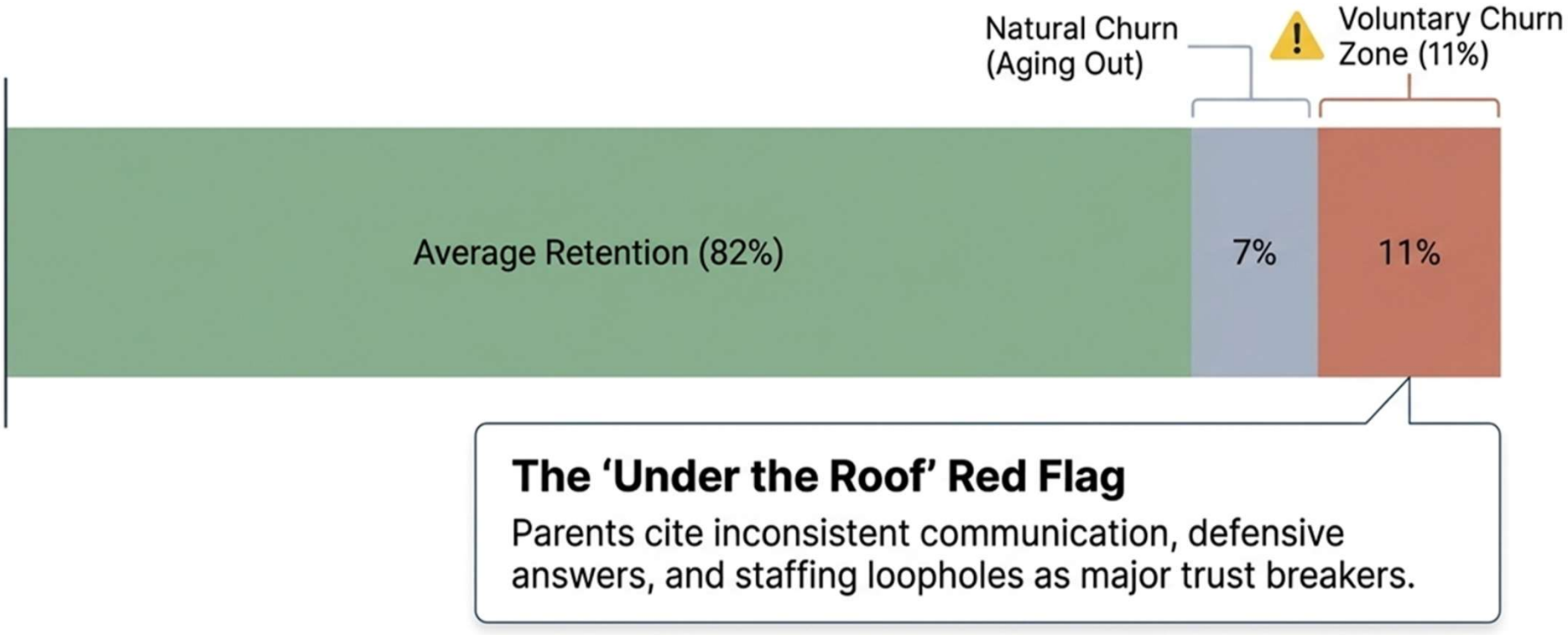
The total revenue value across a child's ECE lifecycle.

The Deficit

$14,400+

The unrecaptured annual top-line revenue lost when a single family voluntarily leaves.

Average Family Retention in Child Care



Goal metric: Maintain optimal enrollment between 85%-95% capacity.

Enrollment Management



of child care programs in our Trends Report 2026 survey identify enrollment management as a major concern impacting their business.

Impact:

- Financial Health
- Staffing Stability
- Operational Efficiency
- Long-term Sustainability

Key Focus: Sustainable enrollment success depends on streamlined processes, strong family communication, and stable operations.

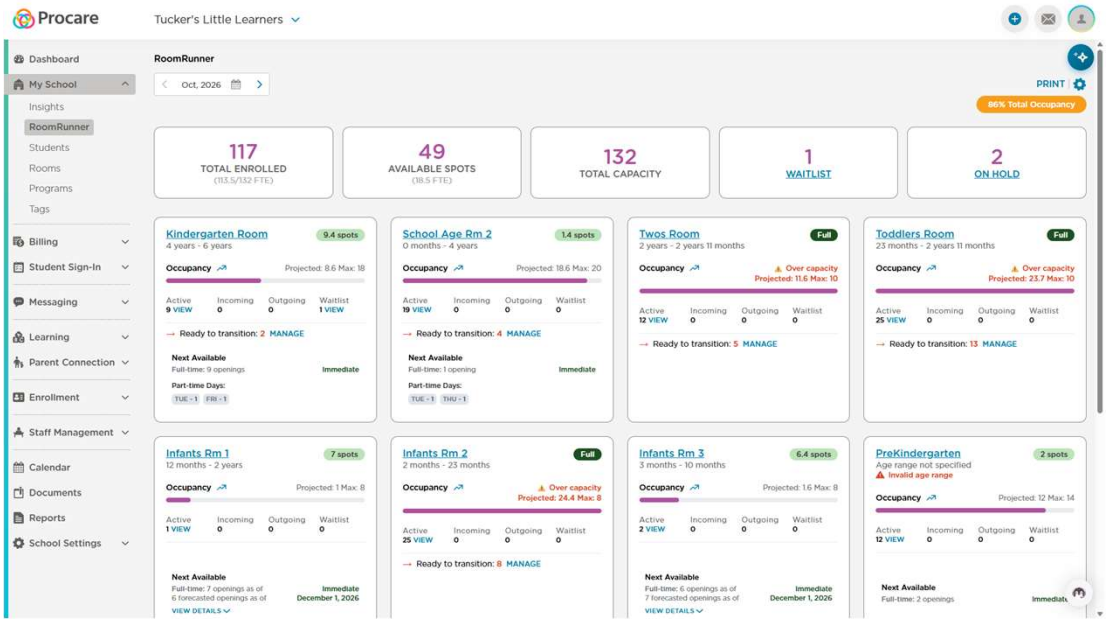
Do You Know Your Own Numbers?

Four questions every program should be able to answer.

1. What does it cost you to bring in one new family: marketing, tours, staff time?
2. What is the lifetime value of a family who stays with you for years, not months?
3. What is your average family's actual retention period today?
4. Is it easier for your program to win a new family, or keep an existing one?

Fill Enrollment Vacancies Before They Even Open

- ✓ Streamline and increase enrollment with lead management
- ✓ RoomRunner offers AI-powered enrollment forecasting and management
- ✓ Centralized record-keeping
- ✓ Start to finish enrollment tracking
- ✓ Automated scheduling and follow-up
- ✓ Digital Online Registration
- ✓ Examine waitlists
- ✓ Digital documents vs. paper



Building Retention Strategies That Work

1

Understand Needs

Talk to your families to better understand what they value.

2

Audit Your Experience

Walk your own journey the way a parent would.

3

Make Strategic Decisions

Prioritize the fix with the biggest trust impact first.

4

Create Personalized Moments

Small, personal touches for families you already serve.

5

Use the Right Tools

Make consistency the default with systems that work with your team.

6

Build Best Practices

Turn what works into a standard that can be replicated.

BREAKOUT #2

Build Your Retention Plan

1. Of the four trust categories (Communication, Security, Billing, Culture), which creates the most churn risk for your program?

2. What's one personal touch you could add for your families?

3. Is there a retention tool or process someone at your table is using that you could use?

10 minutes at your table then we'll share.

Your Action Plan

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1. Audit the four trust categories and find your single biggest gap.
2. Know your numbers: how much does it cost to acquire versus keep your customers?
3. Map your parent journey and identify the highest dropoff moment first.
4. Make consistency a system, not a hope.
5. Revisit this plan as your program and families grow.

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Interested in learning what Procare can do for you and your center?

[Request a demo](#) today!



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