



Sport Clips Situation

Sport Clips has been one of the fastest growing franchises in the United States since 1993. Effectively managing this growth requires an experienced management team, reliable systems, and high-quality data around which critical strategic decisions can be made.

Business Challenge

To create a central, secure, reliable repository for corporate information that could be securely accessed and analyzed by Sport Clips Team Members.

Complexities

- » Inconsistent data capture
- » Difficult to consolidate data in a timely manner for regular reporting
- » Geographically dispersed workforce

Key Requirements

- » Central, secure location for data
- » Simple, easy-to-use tool
- » Accurate real-time reporting
- » Tracking mechanism to measure compliance with corporate processes
- » Rapid deployment

“TrackVia has been an outstanding solution for keeping the Sport Clips team on target and on track for our key business metrics.”

Earl Blood
Senior Director of Operations
Sport Clips

Until 2008, Sport Clips Team Members relied heavily on spreadsheets for tracking and maintaining key performance data across the business. This presented numerous challenges, however. Data was recorded in different timeframes and often overwritten. Teams were dispersed, so spreadsheets were passed around over email. It was an all too familiar outcome for Team Members to discover ‘final data’ was not in fact ‘final’. Maintaining version control and data quality on a spreadsheet that did not maintain history or enforce data integrity proved to be a time-consuming and frustrating exercise for Team Members.

Earl Blood, Senior Director of Operations at Sport Clips, recognized the limitations of their Excel-based process and began looking for more robust, enterprise-class online database solutions. Said Blood, “We needed to eliminate the wasted time spent identifying bad data, cleaning it up, and retrenching.”

Ultimately, Sport Clips selected TrackVia as its solution. Blood cited several reasons for making the selection, including TrackVia’s:

- » Rich functionality
- » Robust, real-time reporting capabilities
- » Ease-of-use for non-technical employees
- » Well-secured, centrally hosted, and accessible data

Sport Clips was able to setup TrackVia to its specifications and train its Team Members within weeks of selecting TrackVia. Now, after several years in production, Blood claims “TrackVia has helped us establish a system of consistency. Now, we have the controls to quickly populate reports and execute on strategic analyses, with the confidence of knowing the data underlying these reports is accurate and usable.”

TrackVia is a powerful platform that has helped our team to produce credible data while improving the team’s end-results. It’s a great solution.

Earl Blood, Senior Director of Operations, Sport Clips

About Sport Clips

Clipping during a football game is a penalty. When you’re Sport Clips, it’s your business. The national hair-cutting franchise markets its “Guy-Smart” stylists and casual, male-oriented atmosphere to men and boys. It is the nation’s largest hair care provider for men and boys. Sport Clips has over 700 locations in 38 states offering an exciting, sports-themed environment, large screen TVs in waiting areas and at each station with ESPN and other sports programming. Most locations are franchised, but 21 are corporately owned in Texas, Nevada, and Florida. The enterprise was founded in 1993 and ranks among the Top 100 franchises by Entrepreneur Magazine and is one of the Top 50 fastest-growing franchises.

Sport Clips Solutions

TrackVia OnLine
Database
Professional
Edition



TrackVia
Application
Platform



Ease Of Use & Speed Of Deployment

Once Sport Clips decided to move forward with TrackVia, the setup was very simple. Even with varying skill sets of Team Members, Blood remarked that, "None of our Team Members have had any difficulty using the system. It takes less than 30 minutes of training to get people up-to-speed and functional. Truthfully, TrackVia is one of the most user-friendly enterprise class software solutions my Team and I have ever used."

Workflow Efficiencies and Reporting Visibility

After deploying TrackVia, the Sport Clips Team Members eliminated inefficient processes that exposed them to lost or inaccurate data, duplicate records, and potential security exposure. No longer did they need to email spreadsheets to one another, attempt to consolidate numerous files into a 'master', or spend hours manually cleansing data. TrackVia's data import, automated record update/add, and duplicate record wizards automated and streamlined these efforts for Sport Clips.

The Sport Clips Team Members found reporting on their data from within TrackVia to be straightforward and insightful. TrackVia has become the tool for measuring "end-results". Explained Blood, "Through TrackVia, we are able to confirm that our Area Developers are following the processes we have established, are moving through their schedules, and are staying on track." With TrackVia, the Sport Clips management team can now measure their goals versus actuals – in real-time – and when gaps become apparent, the team can quickly take actions to help maximize the probability of a positive outcome.

Document Management "Time Machine"

Sport Clips leverages TrackVia's ability to attach documents to records to create its own version of a data archiving 'time machine'. Blood explains that, "If I find something that looks odd, I can actually go and look at a scan of the original document to verify that an entry is correct. TrackVia has become a great file system for SportClips' internal and external users." In the process, Sport Clips conserved paper usage, reduced manual filing efforts, and minimized the need for hardcopy storage space.

TrackVia Summary Results

- » Empowered the development of credible and consistent data
- » Saved significant amount of time and frustration by eliminating the need for manual data clean-up
- » Greatly improved workflow efficiencies and data security
- » Delivered real-time reports that enabled comparative analysis and pointed management actions
- » Streamlined document management

About TrackVia

TrackVia delivers the world's most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.

Key TrackVia Features Leveraged By Sport Clips

Design & Build

- » Relational Fields
- » Flexible Field Types
- » Filter Builders
- » Custom Web Forms

Data Entry

- » Excel Import/Export Wizard
- » Web Forms
- » Attachments
- » Tabbed Entry
- » Table Entry

Data Analysis

- » Dashboards
- » Custom Views
- » Filter Builder
- » Real-Time Reports
- » Charts & Graphs

Productivity Tools

- » Workflow
- » Alerts
- » Document Engine
- » Published Web Forms

Security

- » User Access Controls
- » Detailed History
- » Audit Tracking
- » 99.99% uptime

Support

"The functionality and training to use the system is simple. It just is."