

FOR IMMEDIATE RELEASE

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The Big Three Features Have Arrived

(Bedford, TX) ChildcareCRM is proud to announce the release of the largest feature set in the history of our company June 27 at 8 a.m. CST. These features are Enrollment Teams, Drip Campaigns and Two-Way Communications. Our Product and Development teams have spent thousands of hours developing these features and we expect our users to find them extremely useful.

“Our team has been working really hard on these new features and we're really excited to finally let our customers use them to grow and strengthen their businesses” Chief Technology Officer Seth Martin said.

We decided to package these the features into one release because all three have been heavily requested by our users and we don't want to keep them waiting any longer. By releasing these features as a package, centers can have their systems recalibrated by the peak of enrollment season.

The Enrollment Team feature will most greatly benefit franchisees and multisite centers. This feature will allow teams to be built and tasks to be assigned to the team or a specific member. By using Enrollment Teams, users will notice greater efficiency regarding enrollment task completion and customer enrollment rates

The Drip Campaign feature will completely change the way our users manage marketing campaigns. This feature allows users to build a complete email and text campaigns that features triggers and metric tracking that will make marketing campaigns more effective, agile and successful.

The Two-Way Communication function is something our users have requested for years, so we are excited to announce that it is finally here. Users will now be able to communicate with potential parents in real-time by sending and receiving messages.

The release has been in the works for a long time.

“Here at ChildCareCRM, we believe we shape the future of every child enrolled though our system by providing the relationship tool that begins their educational journey,” ChildCareCRM COO Ryan Hodges said. “In order to enhance our purpose, we've spent the last year evaluating

what would make the most impact to the industry and families we serve. We wanted to make the system easier to use, more transparent and automatous for everyone involved – from the directors and admins that use our system day in and day out to the families interacting with our system to make a difference in their child’s educational journey. At this time, I’m pleased to announce the three industry changing features. We hope you enjoy them and look forward to seeing the growth and opportunity they create.”

For more information about our upcoming release, please visit childcarecrm.com/latest-release.