



### **Dear Dairydell Day Care Clients:**

We are so thankful for your patronage over the last couple of years of our new day care facility. You've made our day care operation a resounding success, we continue to grow, thank you!

Growth however, creates its own new and different business challenges in order to maintain our same high level of service excellence, and client experience!

So, in consideration of your convenience, as well as our concern over soon approaching capacity limitations of our day care facility, we're prompted to re-think our existing "drop-in" day care service policy. In order to maintain the same high quality service, even considering our near capacity growth, we will soon be asking you to use our newly developed, convenient, and very easy to use "**self-service on-line reservation tool**" for your day care reservations.

### **Client benefits from using this new "self-service on-line reservation tool" will be:**

1. Lowest rate possible – via increased business efficiencies that can be achieved by its use
2. Maximum convenience – easily make reservations for up to a week using your phone or tablet, as well as view other "play partners" in attendance for each day
3. Improved experience – because of our added visibility to daily demand, your dog and you will benefit from better facility use planning, and proper staffing for the daily needs
4. Enhanced dog experience –visibility of incoming dog numbers & personalities allows better planning of play groups, as well as lead time needed for proper staffing.

We are very excited about the numerous ways this tool will enable us to manage our business better and more efficiently, as well as enable an even better client experience. As a result, we "plan to" defer otherwise anticipated day care rate hikes, for reservations made via this new tool☺! Here is a brief description of what you can expect.

- The current daily rate of \$22 per day will remain for reservations that are made through the on-line reservation tool ("timely", meaning *by noon of the previous business day*).
- For reservations made outside the on-line reservation tool, but by noon of the previous business day ("*timely*"), we will reserve comment for now as to whether or not a new rate may apply at a later date
- For "late" reservations (*made after noon of the previous business day*), and for "drop-ins" (*no "reservation" at all*), the new daily rate will be \$30, effective date TBD.

**Our planned "go live" date for this, at which time all new policies will be in effect is: 4/4/16.**