

# No Instructions Needed

## How a Language Academy Improved Its Business with Easy-to-Use Online Registration

### Cincinnati Spanish School and Academy

Since opening in 2004, the Cincinnati Spanish School and Academy has seen continued growth, adding new classes and locations over the years. Today, the school has two program brands at each of its three locations and serves students of all ages, from youth to adult.

What differentiates the school is its specialty in immersion learning methodology; the first day a student walks into class, everything is in Spanish.

“Essentially, you’re learning to think in Spanish, the way that you learned your first language as a toddler,” explains Megan Meconi, Co-owner and PaySimple customer since 2013. “By hearing it, watching other people use the language, and feeling uncomfortable with your first attempts at saying some of the words, you’ll absorb the language.”



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## Growth Challenges

With continued success and growth in customers, the business needed a way to capture registration details from anyone registering for a class, as well as offer payment plan options. Before finding a solution, Megan and team were collecting checks from hundreds of families every couple of months, which was both frustrating and time consuming.

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In 2013, the business started using PaySimple to collect information from payment forms, as well as offer payment plans, which helped make the programs affordable for many more families. But, with the launch of the company’s new website, Cincinnati Spanish School and Academy started using a new product from PaySimple – the Online Store – to list classes and give customers the ability to easily register. Payment terms can be based on different offerings – and a student’s individual situation.

“It’s perfect, and exactly what we needed,” says Megan. “It’s ‘no instructions needed.’ The options they have to purchase are right there. We can collect the information we need on the child, teacher, age, and birthdate and have it all together with the payment information.”

## Streamlining the Business

Since Megan joined in 2011, the Cincinnati Spanish School and Academy has continued to streamline processes, making things easier for their business – and their customers. They focus on putting structure in place with better practices, which has helped the business grow.

“When I started,” Megan explains, “adult students would get a little piece of paper every five weeks that said it was time to pay and what they owed. Now, people know upfront how much they are going to pay. We have a system — a way to track people that are paying and can offer payment plans. That’s the kind of thing that makes a business run. You’re not just chasing your tail, you’re actually analyzing what’s happening and how you can make things better, instead of being in the dark.”