

Cascade3d - KPI Reporting Case Study

Cascade3d works closely in partnership with Xn Leisure to support them on projects requiring data analytics and report development connected with their leisure management databases. These projects are often complicated and require Cascade3d's specialist knowledge of system data to provide the required outcome.

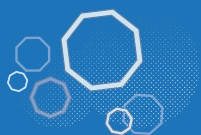


A good example of this partnership working appeared with Xn Leisure's development to integrate with the latest version of the popular course management system Course Hub. The Course Hub system places the customer experience at the heart of its operation and allows parents to enrol themselves and multiple children on swimming lessons or other weekly sports courses and manage their entire family on one online platform paying one family direct debit.

This system was quickly adopted by many of Xn Leisure's customers including Sandwell Leisure Trust who operate leisure centres on behalf of Sandwell Council including the prestigious Sandwell Aquatics Centre (the Commonwealth Games 2022 aquatics venue). Operationally this new system provided Sandwell Leisure Trust with the latest course management system for its large and popular swimming and diving lesson programme.

Cascade3d were asked by Xn Leisure to help with the reporting requirements of the new system, in particular the allocation of direct debit income necessary for customers like Sandwell Leisure Trust to accurately manage their lesson programme. The requirement was to report on the number of swimmers enrolled in the lesson programme but to also provide information on the specific venue where each swimmer attends for their weekly swimming or diving lesson.

This information was not immediately available due to the groupings of each family being administered from one account. This issue was common with operators such as Sandwell Leisure Trust, who operate multiple swimming pools in one region, with families often using more than one leisure centre for their children's activities.



After the required development by the Cascade3d Operations Team, supported by the provision of additional data from Xn Leisure a new monthly report was produced. This MS Excel based report analysed the aquatics programme enrollees and income split between the venues according to the direct debit profile. The information was then further segmented by the participation venue which often differed from the venue where the family direct debit was based. The final outcome allowed Sandwell Leisure Trust to allocate their direct debit income correctly based on the venue where each lesson was taking place.

Venue where the family membership is based

Venue where the swimming lessons take place

Record Count				
Site_Change	Site_Mship	Site_Part	Swimming Lessons	Grand Total
N	Leisure Center A	Leisure Center A	5679	5679
	Leisure Center B	Leisure Center B	2298	2298
Y	Leisure Center C	Leisure Center C1	4	4
		Leisure Center C2	40	40
		Leisure Center C3	7	7
		Leisure Center C4	33	33
		Leisure Center C5	6	6
	Leisure Center D	Leisure Center D1	9	9
	Leisure Center D2	436	436	
	Leisure Center D3	75	75	
	Leisure Center D4	1	1	
	Leisure Center D5	20	20	
Grand Total			8608	8608

*Example data, not linked to Sandwell Leisure Trust

The project concluded with Sandwell Leisure Trust having the required information to both manage and allocate the direct debit income across all of their venues and the knowledge that their aquatics programme was a great regional success. Families were making the most of the being part of a regional programme of activities and moving between venues to the benefits of their children’s swimming and diving progress.

