**TECHNICAL COMMUNICATION — C768**

**TASK 1: CREATING A WHITE PAPER**

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**January 12, 2023**

**Section A: Describe Your Organization**

**A1: Products and Services**

All ages and groups are welcome at Fred Astaire Dance Studios, Inc. franchise chain for professional ballroom dance lessons in American and international styles.

**A2: Size and Locations**

Currently, Fred Astaire Dance Studios has over 222 independently owned studios. There are 33 studios in Florida, 23 in New York, and 16 in Connecticut. The company is headquartered in Longmeadow, Massachusetts, USA. Additional studios are located in countries such as Canada, Italy, Peru, Turkey, and South Africa.

**A3: Organization’s Industry**

Fred Astaire Dance Studio Inc. both studies and practice ballroom dancing. The different dance styles include rhythm, smooth, and country western.

**Section B: Research Summary**

Glofox for a studio management software enhances communication, convenience, and time management for instructors and students while allowing more time for other business pursuits. Glofox is superior to other dance studio software in membership management, booking, and check-in systems. Most literature I discovered talks about the use of management software for most gyms. Even so, I am insisting on Glofox-specific use of features that allow members to book and pay for classes, courses, appointments, and memberships via an iOS or Android app and through a website portal. The technology I chose for this assignment fits with my subject field, software development.

**B1. Source #1**

Kennedy, J. (2022, August 3). Glofox was acquired by ABC Fitness. Think Business. <https://www.thinkbusiness.ie/articles/glofox-abc-fitness-solutions/>

Throughout this article, Kennedy highlights the numerous benefits of ABC Fitness Solutions successfully acquiring Glofox technology. In this editorial, Think Business highlights Glofox as an innovator in management software, helping fitness studios and boutique brands build and grow successful businesses. This article mentions the features being unrivaled by any other company in the industry. Glofox makes it easy management of members, revenue, payments, marketing activities, and a two-click booking system with integrated payment options. Additionally, this user-friendly software lets you gain time to engage your members. This article will help me demonstrate that Glofox is the most advanced, next-generation tech.

**B2. Source #2**

Kashyap, S. (2021, September 8). The importance of project management software to improve team productivity. ProofHub. <https://www.proofhub.com/articles/importance-of-project-management-software>

The author, Kashyap, explains in his article the importance of efficiency for proper project management. He goes on about how project management software is the key to achieving such productivity. He describes the frustrating cycle of sacrificing other areas to keep up with managing services. For Fred Astaire, those services include memberships, scheduling, booking, and payment. Kashyap also mentions how error is imminent without the automated service. These mistakes create a domino effect which results in inaccurate reporting and analytics. He explains the many benefits of such software for organization growth, better communication, convenience, and a reduced margin of error for both instructors and students. This article will assist me in my argument of why software such as Glofox will accomplish the listed benefits through its various features.

**B3. Source #3**

Johnson, S. (2022, October 18). How Project Management Software Can Improve Your Business. Business News Daily. <https://www.businessnewsdaily.com/15883-project-management-software.html>

This article clarifies that project management software tracks assignments and the working hours of your team. Additionally, in this tech-driven world, Johnson expresses the need and benefit of convenience for both consumer and provider. He lists Glofox is one of the few contenders for project management software, a web-based program that allows your team to share a virtual workspace. Moreover, this technology is a valuable tool for improving internal organization for all businesses. Johnson notes remote workers and independent contractors will benefit from the software.

Even though the software pinpoints how to establish and grow your business by monitoring its operational performance, it does have some drawbacks. Among them are expenses, excess features, and training. Glofox does not have a limited free trial, and depending on the package selected and the budget, it can be expensive. Even so, I do not consider this a con since the app is accessible, and you get what you pay. Because having a range of students of different ages, the use of this technology can be overwhelming to those using the app because of the myriad of features which could pose a downside. However, tech use is on the rise, so I am more than confident that the growth of this trend will aid the use of the app. Training staff is another potential con where Johnson stresses the time-consuming disadvantage of getting your entire team to understand the ins and outs of the software. Ensuring everyone understands how to use the app properly is vital and will take time. On the contrary, the time Glofox saves down the road far outweighs the short-term inconvenience. This article rationally supports my argument about why Glofox is leading project management software of this generation.

**Section C: The White Paper**

**INTRODUCTION**

We at Fred Astaire Dance Studios, Inc. are passionate about experiences, so we are always looking for ways to engage in practices that will help us build rapport with our students. Currently, it is typical for both student and instructor to have miscommunication due to delayed payments, cancellations, or lack of attendance. According to Johnson (2022), project management software is a solution for any business that seeks to improve internal organization.

As a result this allowed Fred Astaire to promote better communication, convenience, and business. It has found that Glofox, a project management software acquired by ABC Fitness Solutions, facilitates direct and convenient communication between instructors and students via multiple deployments and support. In this paper, I will explain Glofox and how to utilize it to benefit Fred Astaire Dance Studios, Inc.

**MAIN POINT 1**

Glofox was established 2013 in Dublin, Ireland, recently acquired by ABC Fitness Solutions for a whopping 200 million (Global SaaS Platform Transforms the Worlds Fitness Industry With Stripe, 2020). Fitness boutiques such as yoga and dance studio can utilize the platform initially designed for the fitness industry. Currently, over 80 countries and 17 languages are supported (Gowran, 2022). In a 2022 review (DanceStudio-Pro Vs Glofox 2023 - Feature and Pricing Comparison On, n.d.) Glofox named a Noteworthy Product in Fitness Software and an Established Player in Dance Studio Software. Author Kennedy (2022) refers to Glofox features being unsurpassed by any other company in the industry.

Glofox app and dashboard offer customers a variety of features. Glofox Store offers subscribers the possibility of selling their merchandise, allowing them to purchase products based on real orders rather than holding inventory. Book a Buddy is another feature students can use to sign up with a friend for available classes through the app. Because it is so convenient and acts instantly on thought, this increases membership sales. Providing instant and accurate feedback is among the most significant features, Class Reports, to ensure that all instructors perform to their highest potential. In addition, instructors can review the Customer Booking History feature to find out which students have not booked classes recently, enabling them to maintain relationships with their students. Finally, the Automatic Payment feature is convenient due to recurring charging for students, so they will not need to pay every time they come in. Along with these features listed above, Glofox being compatible across all tech deployments, IOS and Android, adds to the selling point of the software (Johnson, 2022).

**MAIN POINT 2**

Even though Glofox has much more to offer, I believe the previously discussed features will benefit our team the most. In light of this, I will compare and expand on why we at Fred Astaire should invest in Glofox to build rapport and provide feedback on performance.

Kashyap (2021) examines “The importance of project management software to improve team productivity. The absence of this software typically will lead to errors because to keep abreast of everything is difficult. I consider online project management software available to remove the associated common mistakes. Instructors currently use the software app Dance Studio Manager by Dance Studio Manager for project management. There is no automated update of the productivity. As a result, updating information is done manually. With Glofox, data is gathered and then organized utilizing tables and graphs known as reporting. Next the analytics process uses that data and then analyzes it to get profitable insights that reveal how a business can increase performance. The Dance Studio Manager app does not have reporting or analytics. Also, there is no self-service portal for students that takes away from their sense of control and convenience. The students must make a call or come into the office to address any concerns takes away time from other areas for growth and expansion. Utilizing project management software such as Glofox allows for organizational evolution with improving communication, convenience and reduces the margin of error for both instructors and students.

Dance Studio Manager App has provided obstacles for our instructors and students. I concur with many opinions similar to Johnson (2022), who proves that project management software is a fantastic way to organize and grow a business through automation. Still, Johnson admits that learning new tech, such as Glofox, can be an obstacle due to the overwhelming available features. Further, Johnson emphasizes the time-consuming matter of training staff and even students on the software. Making sure everyone understands how to utilize the app correctly is essential and will require patience. Contrary, reviews show the time Glofox saves down the road far outweighs the short-term inconvenience (Dance Studio Manager Vs Glofox 2023 - Feature and Pricing Comparison On, n.d.). My stance is on using Glofox features like reporting/analytics and student engagement. Awareness of our performance standpoints and build rapport with students through direct communication and convenience are available through Glofox features. While the much cheaper Dance Studio Manager has similar management features, Glofox has more. Glofox will allow us to use “features are unrivaled by any other company in the industry” (Kennedy 2022).

**CONCLUSION**

In conclusion, I expect to have clarified how beneficial Glofox is to our faculty and students than other project management software. In terms of improving the student experience, Glofox, the project management technology acquired by ABC Fitness Solutions, is an excellent tool for providing more organization, direct engagement, and convenience to the entire Fred Astaire team. The purpose of this white paper was to describe Glofox and explain how the software can assist instructors and students at Fred Astaire Dance Studios Inc. Through its many features, automated feedback on performance and promote significant growth. To this end, I would like to suggest to Fred Astaire managers to consider providing Glofox to every worker and student.

**Section D: Explanation of Diction**

This white paper is in the first person, which is not exactly formal diction. I aim to write convincingly to my direct manager and studio owner since Fred Astaire Dance Studio, Inc. is independently owned. Over the years, I have established a positive rapport with my leaders, also other studio owners and managers. I am confident I can persuade my bosses due to our camaraderie, hence the use of the first person. Being too formal would be impersonal. Even so, my white paper maintained professionalism throughout by being formal. I knew having my manager and studio owner on board could create a domino effect throughout the franchise. In this white paper, I discussed how Glofox software create profitable development for Fred Astaire Dance Studios Inc. through various features. I further discussed how Glofox benefit students and instructors by improving communication, performance, and convenience. I primarily focused on instructors and students in the paper because our organization depends on the relationship between the two. Our "Life Is Better When You Dance!" slogan embodies that experience-driven relationship. I am certain managers and owners will be positive in their response.

**Section E: Sources**

Dance Studio Manager vs Glofox 2023 - Feature and Pricing Comparison on. (n.d.). Capterra. <https://www.capterra.com/dance-studio-software/compare/93339-136861/DSM-vs-Glofox>

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