



**CLIENT:** Aqua-Tots Swim Schools  
**EMPLOYEES:** 250+  
**LOCATIONS:** 80+  
**PLATFORM:** Nextiva Office Pro

“ **If something comes up, Nextiva guides us in the right direction to get things solved.** ”

- Mike Priest, Franchise President and Owner, Aqua-Tots

## CUSTOMER OVERVIEW

Founded in Arizona in 1991, Aqua-Tots Swim Schools has built a reputation as a knowledgeable swim instruction company fostering a safe and fun environment for children and parents. Aqua-Tots Swim Schools designed and developed an indoor facility in 2005 in Arizona to serve families in the Phoenix metropolitan area year-round. After retaining a large client base for years, Aqua-Tots created a franchise business model to expand their presence across the United States. In 2017 over 3,000,000 swim lessons were taught nationwide representing tens of thousands of families.

Aqua-Tots puts safety first in their state-of-the-art facilities nationwide by offering small class sizes with quality instructors teaching comprehensive curriculum. The schools have various classes for children focusing on certain techniques at each swim level.

## COMMUNICATIONS SOLUTION

Aqua-Tots' corporate office supports franchise owners, and suggests they use various communications providers, including Nextiva. Mike Priest, a Franchise President and

Owner of ten locations in the Southwest and Midwest, spoke with a Nextiva representative about a VoIP system. He moved forward with Nextiva in 2016, and gradually adopted Nextiva at all ten of his locations.

To implement their new phone system, Aqua-Tots had three provisioned phones delivered to each location. Once plugged in, they spoke with a Nextiva technician on the phone who walked them through programming the phones. After their phones were functioning, training Aqua-Tots' managers and front desk staff to use the system was simple.

Before they open a new location, they set up their numbers and a voice recording, and have calls forwarded to the General Manager's phone using the Nextiva App. They reserve a phone number for the location, and use the App to market the number and answer calls prior to the grand opening. This helps ensure the system is working efficiently before turning on their additional phones about a month before the anticipated open date.

The company uses call recording to measure phone call quality with customers during inbound and outbound calls. As a seasonal business, they utilize this heavily in their busy time of year— March through June —to monitor increasing call volume. By utilizing Nextiva, Aqua-Tots can rely on a communications system that helps them maintain their high customer service standards.

## FAVORITE FEATURES



Nextiva App



Amazing Service



Nextiva Office Pro



Call Recording