

BOOKINGS

Two years ago, we asked ourselves this question:

**How do we offer more convenience, but at the same time not
compromise on quality?**

The answer:

1. Multiple groups offered simultaneously
2. Several options per group per day
3. Additional venue location

Benefits to you:

1. Siblings of different groups can now attend simultaneously.
2. More groups can now attend at popular lunch time slots (previously only one group of a few children could attend every half hour)
3. No need for children to attend very late afternoon lessons (previously we had to run lessons till as late as 6pm in order to accommodate everyone)
4. Promotions can be done at any point, without much change in times (previously promotions had to be done termly)

Challenges:

1. When planning our schedule we are guided by 2 principles
(1) Quality Coaching (2) Convenience. At a certain point, it is not possible to give everyone their preferred times and still keep our group sizes manageable. Quality teaching will always be our first and foremost priority and it is for this reason DMSS remains the Swim school of choice in Botswana.

2. An increasing demand for lunch time slots. The fact remains, despite our best efforts, we will never be able to accommodate all our members during lunch time slots. It is just not physically possible unless we permit unlimited group sizes.
3. Your preferred slots are likely also preferred by many others and by parents who are as long standing as you. All we can do is encourage you to book without delay and take bookings on a first to book first to serve basis.
4. In the event you do not get your first option, we try our best to give convenient alternatives. Reasonableness on your part is expected. Sadly some parents have resorted to shouting at our office administrator, dropping the phone, and even threatening to go to other swim schools, which is counterproductive and hardly encourages our staff to continue trying their best to find solutions.

A fundamental point to keep in mind is this:

While we value all of your children, guarantee quality coaching and offer as much convenience as possible, WE WILL NEVER BE ABLE TO SATISFY ALL PERSONAL PREFERENCES.

Please be assured that as a DMSS member you are extremely valuable to us and your continued support is greatly appreciated.

Regards

Darrell Morton