

Trampoline school cuts office overheads to zero with the help of Google Apps



About Kingston Trampoline Academy

- www.kingstontrampoline.co.uk
- Kingston Upon Thames, England
- Trampoline Academy

Results

- Used Google Apps to communicate with existing and potential customers
- Obviated the need for an office
- Increased productivity by around 50%

“Our productivity has increased by about 50% since we switched to Google Apps.”

— Michael Freeman, managing director.



Business is booming at the Kingston Trampoline Academy, a trampoline school run by KTA Sport and Leisure Ltd in South-West London. The business started in 2005 as a non-profit sports club, but five years later the owners decided to turn it into a limited company. Today it has hundreds of members and two teaching locations, with a third about to open. But one thing is conspicuous by its absence: there is no central office, and staff use Google Apps to network from wherever they happen to be.

“We used to have an office, but we don’t need one any more,” says managing director and former junior world champion Michael Freeman. “Because of Google Apps, everything is online now, so we can work from anywhere – for example I do a lot of my work in Starbucks. We use Chromebooks, PCs running the Google Chrome operating system, and other laptops, and of course mobile phones.”

Michael says Google Apps makes collaboration a lot easier. We prefer Google Docs to Word: it’s simpler, so you can just work and get on with it. It’s cheap, it’s easy to manage, it only took a couple of hours to sort everything out, and you can use it on nearly every device. It doesn’t matter if you’re on someone else’s computer.” The academy also uses Google+, and employs Hangouts to talk to potential new customers. Training videos are uploaded and shared between students and coaches, and there is a staff circle which, according to Michael, makes it much easier to communicate than using email. “Our productivity has increased by about 50% since we switched to Google Apps. It’s meant that although our business is increasing, the administrative burden isn’t.”

About Google Apps for Business

Google Apps offers simple, powerful communication and collaboration tools for businesses of all sizes – all hosted by Google to streamline set-up, minimize maintenance and reduce IT costs. With Gmail for Business, Google Calendar, Google Groups and integrated IM, users can stay connected and communicate on the go. And, using Google Docs, they can share files and work together in real time, ensuring that all the versions of a document are well-organized and available wherever they work.

For more information, please visit

www.google.co.uk/apps