



## Case Study

# HorsePower for Kids Increases Efficiency with OnTask

HorsePower for Kids, Inc. is a 501(c)(3) non-profit animal sanctuary and petting zoo dedicated to caring for unwanted and injured animals. In addition to caring for and rehabilitating injured Florida wildlife, HorsePower for Kids also gives kids and their parents a chance to connect with animals. The organization offers pony rides, hayrides, zip-lining for kids, train rides, birthday parties, educational summer camp classes, and special event hosting.

Providing these fun activities to families created an influx of paperwork each day for the non-profit that created inefficiencies and frustrations among employees and customers. HorsePower for Kids knew they needed a better way to manage their documents and forms and reached out to our partner, PhiQuest for assistance.

## Overview

Release waivers are a necessity at HorsePower for Kids. However, collecting these forms from families visiting their petting zoo creates a large amount of paperwork for their team to process each day. Dealing with this influx of paper documents each day made staying organized a challenge. These organizational challenges also affected customers visiting their petting zoo who had previously submitted forms and were looking to attend. With the assistance of the team at PhiQuest, HorsePower for Kids was able to automate their paper processes to save valuable time and resources.

## Challenges

Being a non-profit petting zoo means that HorsePower for Kids deals with a large number of waivers each day. Relying on paper processes was creating more work for their employees, hindering customer experience, and causing high printing costs for the non-profit.

The large amount of time spent on collecting, filing, and processing paperwork took up time that could be spent on caring for the animals and their guests. HorsePower knew they needed a way to improve their customer-facing processes that could scale with their growing needs, but weren't sure where to start.

Apprehensive about selecting a solution due to their inexperience with technology and automation, HorsePower for Kids reached out to PhiQuest for assistance. PhiQuest, a partner of OnTask, worked to quickly implement OnTask workflows to help solve HorsePower for Kids' struggles.



## Results

Upon implementing OnTask, HorsePower for Kids saw improved ROI and efficiency in their organization. OnTask greatly reduced the high costs associated with printing for HorsePower for Kids, saving them more each month on paper expenses than the cost of the tool.

**“Our processes improved immediately. We have removed our printing costs and we can easily find information when we need it.”**

*- Estela Orosz, President of HorsePower for Kids, Inc.*

Customer and employee satisfaction has also dramatically increased since PhiQuest helped the organization implement OnTask. Instead of dealing with lost documents, OnTask has allowed employees at HorsePower for Kids to stay organized and access waivers and applications easily.



“OnTask and their partner, PhiQuest, worked quickly to automate our processes. We are so much more efficient now, and we can concentrate on what’s most important—our customers and the animals,” says Orosz. “We are getting intangible improvements in customer service and experience that help support our mission and drive our long-term success.”

Today, HorsePower for Kids uses OnTask for many of their processes, such as release forms, party contracts and confirmations, volunteer applications, and camp registrations. They plan to automate all of their processes with OnTask in the near future.

## About HorsePower for Kids, Inc

HorsePower for Kids, Inc., a 501(c)(3) non-profit rescue organization for hundreds of unwanted and injured animals, provides children and adults of all ages the chance to connect with animals and horses. HorsePower for Kids is open to the public, creating educational opportunities to teach compassion and care. As a self-sustaining non-profit, efficiency is key in allowing them to serve animals and those who love them.

## About PhiQuest

Phiquest is an innovation-focused organization dedicated to working with inspired entrepreneurs and innovators. Their mission is to provide business leaders with the resources needed to develop effective business models and start their brands with success.

## About OnTask

OnTask is a workflow automation tool that makes it easy for users to create digital documents and forms for routing, review, approval, and signature. Whether internal or external, participants can work on documents and forms with ease, while giving administrators the ability to track files as they travel through review, and gain acceptance through verified digital signatures. For more information, visit [ontask.io](https://ontask.io).