

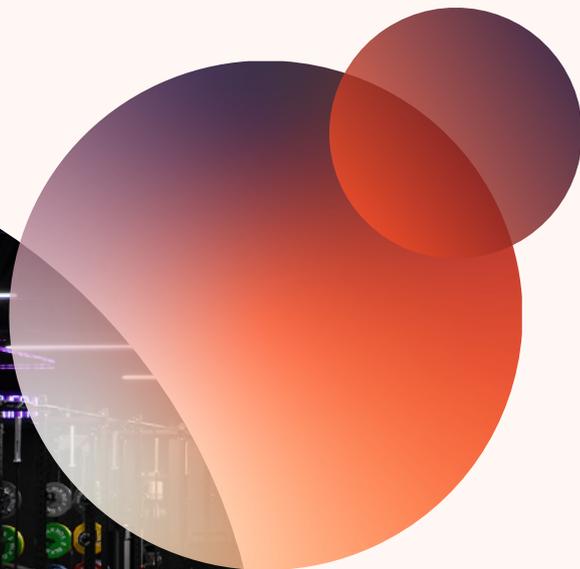


GYM CO CASE STUDY:

A BETTER EXPERIENCE ALL-ROUND WITH ALL-IN-ONE GYM SOFTWARE

This locally owned gym operator switched to an all-in-one gym management solution to save time, elevate the member experience, and power business improvements.

GYM CO



GYM CO

With two Belfast locations, locally owned gym operator Gym Co celebrated 10 years in business in spring 2024. The Finaghy location opened in 2014, with the Cityside site following in late-2016.

The gyms now welcome over 4,000 members. Memberships are great value offering convenient access to both sites. And members get to enjoy:

- Extensive gym floor training facilities
- Choice of around 80 group fitness classes
- Relaxing spa facilities with saunas, steam rooms, & Jacuzzies

AT A GLANCE

By partnering with Xplor Gym, Gym Co has:



Streamlined the payments experience (and saved time in the process)



Improved member engagement with timely communications



Gained visibility into business performance



Disjointed systems cause headaches

For almost a decade since opening, Gym Co had used separate gym CRM and membership payments platforms. This approach left the operator working across both, **experiencing confusing inaccuracies and spending time on manual tasks.**

With data spread across systems and inconsistencies between the two, getting accurate insights into business and financial performance was challenging. It was never even really clear how many members the business had at any given time.

At the same time, this way of managing the business, using the same separate systems that had been in place since 2014, made it tough to meet consumer expectations in 2023. The business couldn't create the type of digital experience or consistent experience that members had come to expect from gyms.



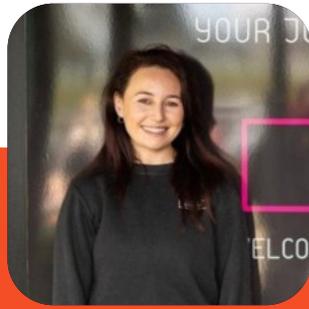
When you're using two different systems, there's often times where they don't talk to each other and differences creep in between the two. Experiencing this we felt that the industry had changed and this approach was no longer acceptable.

Member expectations had changed too and we wanted to deliver on those expectations. But our systems were letting us down.

Stephen Haughey

General Manager – Cityside, Gym Co





Working with a third party payments provider, we couldn't take an upfront payment when new members signed up. Instead the first Direct Debit would include a pro-rata amount for that period before paying, as well as the joining fee.

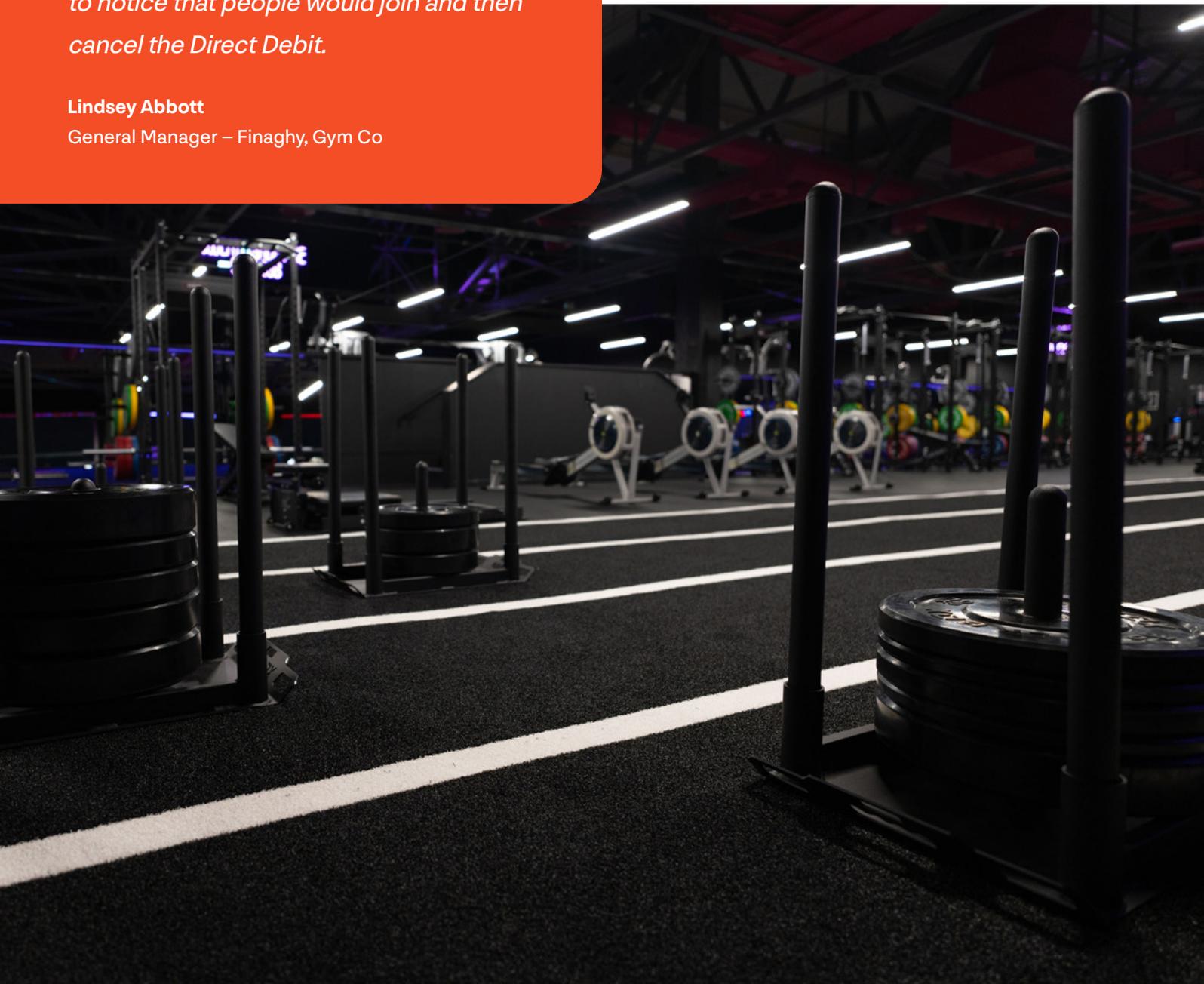
The challenge was it could be 2-3 weeks before the payment was taken. We used to notice that people would join and then cancel the Direct Debit.

Lindsey Abbott
General Manager – Finaghy, Gym Co

Staying in touch with members was tough. The operator was having to work with a separate email management system, exporting data from the gym CRM into this platform. This was time consuming and often meant it was easier not to stay in touch.

The gym membership payments platform used by the operator also created challenges for the Gym Co team. If payments failed or bounced, the club had to spend time calling every impacted member to chase up payment.

And there was no ability to take upfront payments, the operator had to wait until a first payment was collected to receive joining fees and any pro-rata payment due.



Switching to an all-in-one gym management system

Realising it was time to move to a gym management system with **embedded payments**, Gym Co reviewed the options available.

During this process, they were impressed by the functionality that Xplor Gym offered and the support the business would get. The operator recognised that Xplor Gym would provide a better experience for both members and team members.

The process of switching was clearly communicated with a timeline showing what would happen and when during the implementation period. Regular calls kept everything on track for a smooth go live.



We found the onboarding team really helpful – nothing was too much bother. We had regular calls and our questions were answered quickly. The whole process was mapped out for us so we knew what to expect and what we'd need to do to keep it on track.

It was also valuable to get our hands on the system before it went live. This helped us get to grips with it ahead of time.

Stephen Haughey

General Manager – Cityside, Gym Co



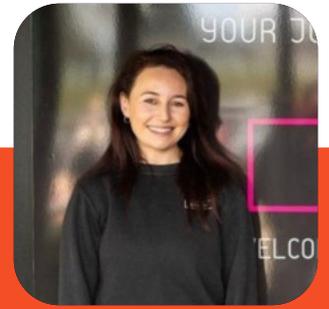
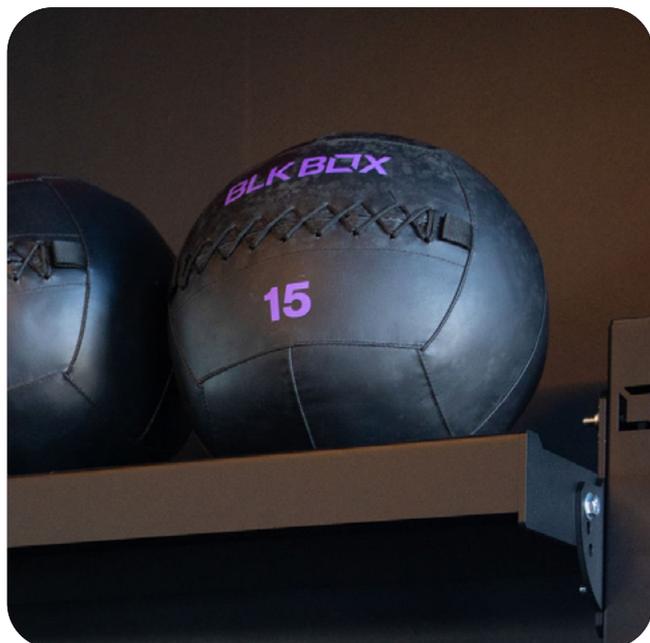
Better experiences, better insights

In August 2023, the Gym Co Finaghy site went live with **Xplor Gym**. And Gym Co Cityside followed in January 2024.

Streamlined payments approach, with more options

By choosing Xplor Gym, Gym Co now benefits from a gym management software solution that includes embedded payments. Payments are managed directly from the software – no need to switch systems, no need to deal with data discrepancies.

When new members join, Gym Co can take an upfront payment. This covers joining fees and pro-rata amounts for the period before a first payment is collected – protecting initial income.



Being able to take upfront payments at the time of joining is invaluable to our business. It has opened up the option to offer paid in full memberships. And allows us to make sure we always receive joining fees and pro-rata amounts from pay monthly memberships.

Previously the Assistant Manager would have to call anyone who'd missed a membership payment. That's time consuming and not very rewarding. Now that Xplor Gym automatically re-attempts to collect failed payments there are far less calls to make.

Lindsey Abbott

General Manager – Finaghy, Gym Co

Plus, taking payment at the point of joining has made it easier to offer paid in full memberships. The operator now offers a range of options for those who prefer this approach.

For Direct Debit members, if a collection fails, the Gym Co team now benefit from two resubmission attempts that Xplor Gym will make automatically. So, more revenue is recovered with less effort.



Once you make something difficult, you purposefully don't do it as much as you should be. That was definitely the case for us when it came to emailing members before we had Xplor Gym.

Xplor Gym makes it so easy to stay in touch with our members using the powerful messaging tool. And even better it's included in our software at zero extra cost!

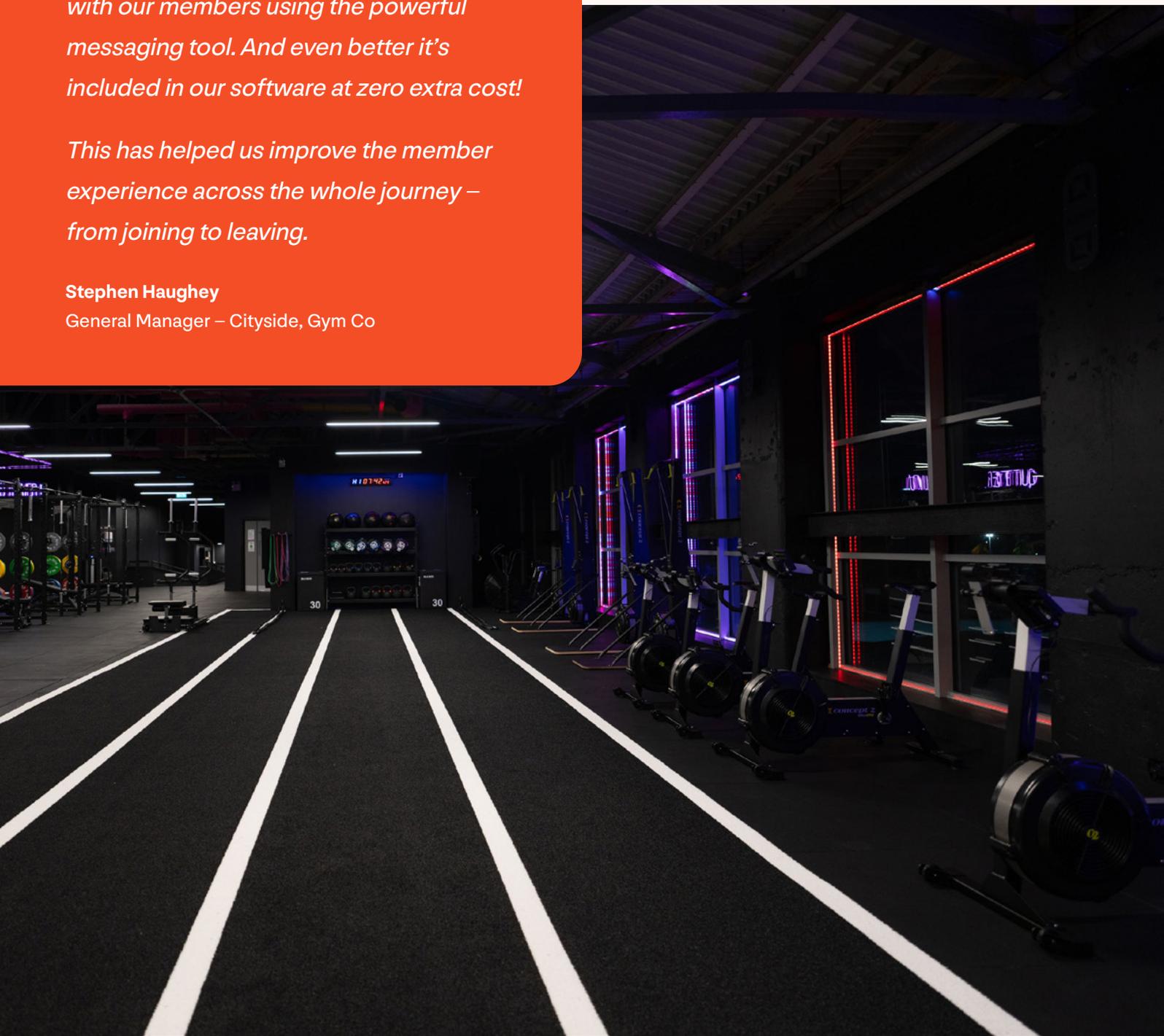
This has helped us improve the member experience across the whole journey – from joining to leaving.

Stephen Haughey
General Manager – Cityside, Gym Co

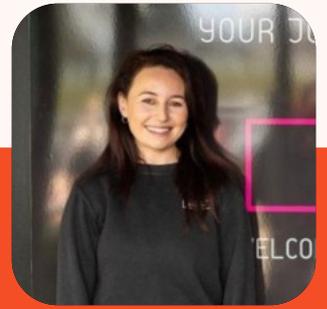
Member experience that supports retention

As well as creating a better payments experience, Xplor Gym is equipping Gym Co with new ways to provide an outstanding member experience.

The Smart Messaging communications and marketing automation tool is an important part of this. It makes emailing members easy – no exporting data or switching systems. Included as part of their package, Gym Co is making full use of this tool to inform and engage members.



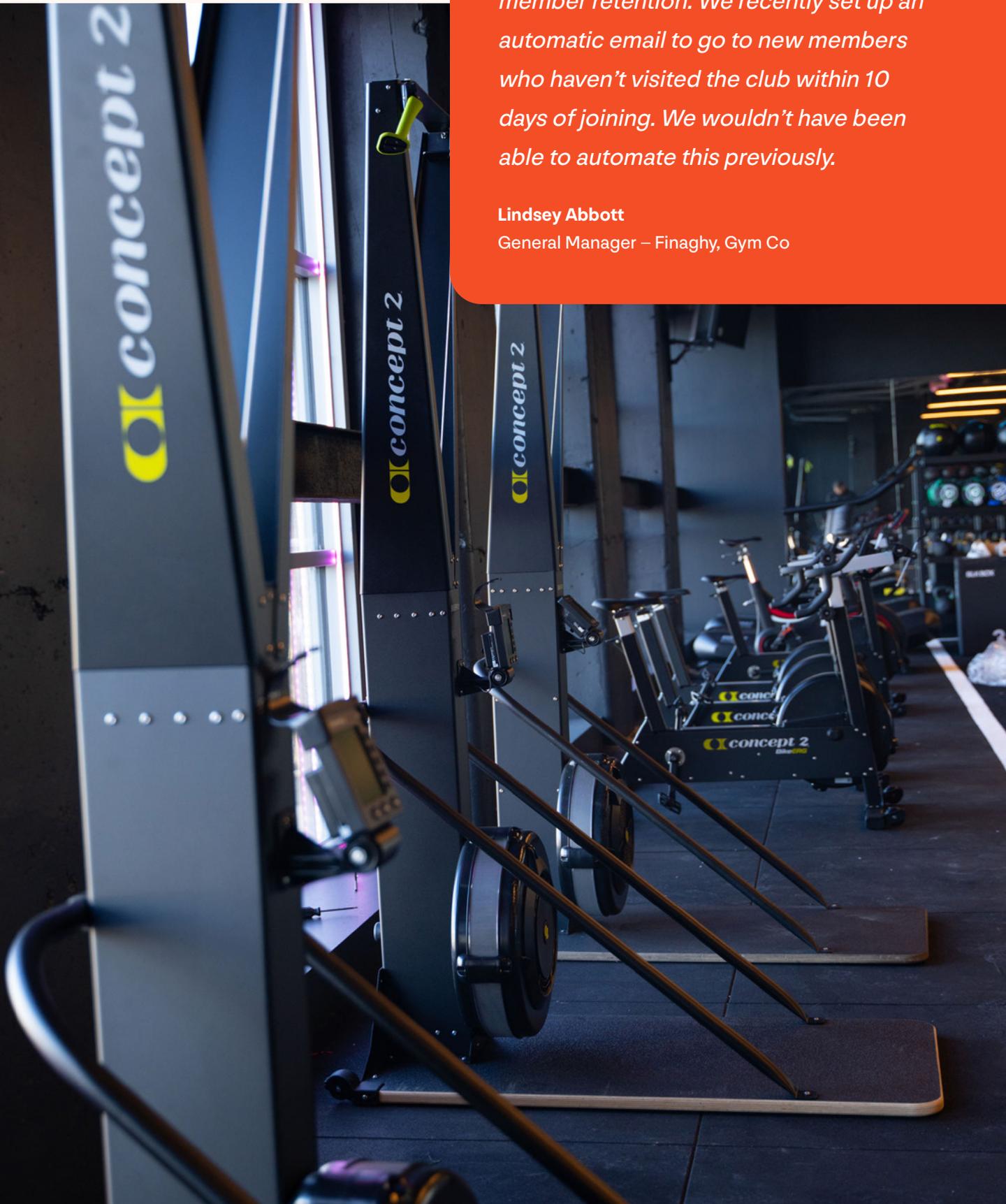
Gym Co successfully retains loyal members for longer than most operators – the average length of membership sits at 21 months. And the operator is now able to use Xplor Gym’s messaging capabilities to re-engage members at risk of leaving.



We're finding Xplor Gym really useful for member retention. We recently set up an automatic email to go to new members who haven't visited the club within 10 days of joining. We wouldn't have been able to automate this previously.

Lindsey Abbott

General Manager – Finaghy, Gym Co



Easy access to accurate insights

With Xplor Gym in place, Gym Co is able to access up-to-date, accurate business intelligence to understand how the clubs are performing. Handy dashboards and detailed reports help the teams make informed decisions.



From tracking daily attendance to seeing how many members we have, Xplor Gym gives us access to metrics we weren't able to get before. That helps us be accountable for performance and focus our efforts in the right places.

Xplor Gym is also letting us upskill and coach our staff. It makes it easier to show them how different parts of the business work and explain the impact of everything they do on business performance. This is helping us develop and retain talented team members.

Stephen Haughey
General Manager – Cityside, Gym Co



Proactive support & a forward-looking solution

The operator is ready to continue developing the member experience that keeps Gym Co members so loyal. And by partnering with Xplor Gym, the Gym Co team is confident that their technology will be **ready to grow with the business.**

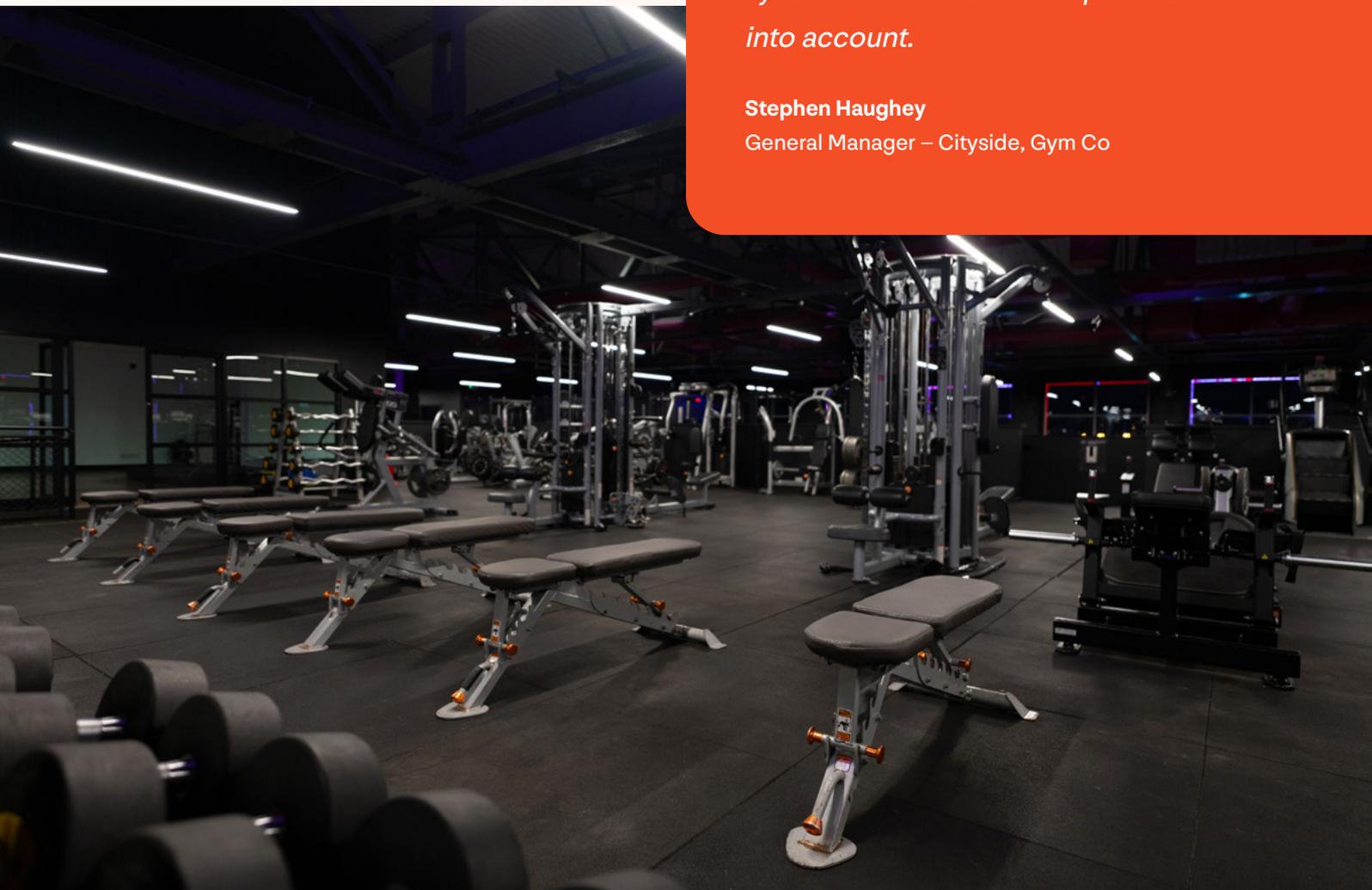


From a business perspective, the most positive thing about Xplor Gym is the support we get.

In Xplor Gym we have a partner who offers proactive, as well as reactive support. This makes a big difference to us as a business. And it's encouraging to know that the software is under constant development.

The Xplor Gym team listens to our feedback and actively finds ways to solve our challenges. It's good to see the system evolve with our requests taken into account.

Stephen Haughey
General Manager – Cityside, Gym Co



Say hello to Xplor Gym

Faster. More responsive. Easier to use. Xplor Gym is the all-in-one gym management software of choice for ambitious clubs.

When choosing Xplor Gym, you'll get what you need to save time, engage members, and grow profitably. Designed for gyms, no distractions.

And you'll get a true partner. Think of our team as an extension of your own, on hand to help you succeed. Our passionate UK-based team deeply understand the UK fitness market. So, we'll bring solutions and knowledge to help your business succeed now and into the future.

Get the tools you need to make running a gym less admin and more awesome:

- **Customer relationship management (CRM) & member management**
- **Sales & prospecting**
- **Embedded billing & membership payments**
- **Bookings & classes**
- **Retention & marketing**
- **Member app**
- **Access control**
- **Analytics & reporting**
- **And more!**

**BOOK A DEMO TODAY
TO SEE XPLOR GYM IN ACTION**