



GREEN GYM GROUP CASE STUDY:

ALL-IN-ONE GYM SOFTWARE FROM A SUPPORTIVE PARTNER

By switching to an all-in-one gym management software solution with embedded payments this innovative independent gym has eliminated billing inaccuracies and improved member experiences. And all with a supportive partner that puts people first.



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The Brighton-based **Green Gym Group** is an innovative independent gym established to help people take care of their health without harming the planet. The gym works with eco-suppliers to find tech and products that convert human energy into utility grade electricity and discourage harmful waste.


Since opening in early 2020, the Green Gym Group has helped the diverse local population to take control of their health in a safe space. The gym is a friendly, judgement-free, and affordable place for everyone. It's perfect for anyone looking to embark on their fitness journey.

AT A GLANCE

By partnering with Xplor Gym, the Green Gym Group has:

 **Saved time and cut workload with up-to-date and accurate payments data**

 **Improved the full member experience**

 **And a proactive support team on hand to help the business succeed**



Time-consuming data inconsistencies

Before switching to Xplor Gym, the Green Gym Group used **on-premises gym management software** and a **separate membership payments platform**. This approach made running the business tough.

As an owner-operated business, time is limited and understanding performance is vital. And that means quickly getting access to **up-to-date and accurate information** on membership income collected via Direct Debits.

The Green Gym Group would see **different data in each system**. Causing confusion over who had and hadn't paid. And when members appeared to have not paid all instalments due according to their membership agreement, it meant Green Gym Group had to spend time speaking to the payments provider. The result was often a **poor experience for members**.



As a small, independent, affordable gym, it's really important that members meet their membership obligation. Members would call up to cancel and the payments portal would say that they'd not paid for previous months, yet members would tell me they'd paid. So, I'd have to spend time phoning up the payments provider to clarify.

Often, I'd be told that the member had paid. This made it challenging for members choosing to cancel and created the illusion that the gym was trapping them – which was not the case – and risked a negative impression of the business.

It's important that a member has just as good an experience when their journey ends as when it began.

Andy Little

Managing Director, Green Gym Group



Eliminating discrepancies with a single cloud-based solution

Realising it was time to change systems, and having reviewed other all-in-one gym management software solutions, the Green Gym Group decided to switch to Xplor Gym.

As an all-in-one gym management software solution with embedded membership payments, Xplor Gym offers the business **accurate information about Direct Debit collections**. Eliminating discrepancies, delays, and the need to switch between systems.

As well as allowing the Green Gym Group to get accurate payments information to **better measure business performance and support members** when cancelling, the software makes automation easy.

When a member cancels a Direct Debit mandate before the end of their membership, the business uses the email and SMS functionality to **proactively follow up**. And can clearly see how these communications perform within the software. **Everything can be tracked** within a member's profile and notes can be added too.



Xplor Gym gives me the data I need as a gym owner to understand how my business is performing.

As well as reliably showing when members have paid, I can see when a Direct Debit fails. I can also use the email and SMS automation tools to let those who've stopped paying before their membership has ended know and explain what to do next.

This makes it easier to provide a positive experience without needing to charge for failed payments.

It's better leave a good impression when a member chooses to leave as they are more likely to return in the future, creating a trustworthy business within the community.

Andy Little

Managing Director, Green Gym Group

A supportive, people-led tech partner

Since going live with Xplor Gym in April 2023, the Green Gym Group has benefited from access to **accurate data and automated communications.**

As a result, the business has **consistently achieved a 88-90% collection rate.** This boosts income and helps the gym provide a better experience for members.

The Green Gym Group has also found the support available from the Xplor Gym team **incredibly valuable.** The team has consistently been on hand to answer any questions that the gym has both by email and telephone. So, the business is able to **get the most out of the solution.**



From front end sales and retention to cancellations, understanding the member journey allows us to act appropriately when needed.

Andy Little
Managing Director, Green Gym Group





The Xplor Gym support team provides consistently high service. The team is full of shining stars who deserve a big thank you!

This team helps answer the questions I have fast. As a gym owner, time management is crucial to my success, so being able to ping over an email to a responsive team is invaluable.

The level of support I get from Xplor Gym is what customer service should be about. It's what I strive to deliver to my members. This is testament to the effort the support team goes to."

Andy Little
Managing Director, Green Gym Group

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 experience**
- **Access control**
- **Analytics & reporting**
- **And more!**

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TO SEE XPLOR GYM IN ACTION**

 **xplor gym**

