



FITNESS PARK CASE STUDY

**MODERNISING THE
GYM EXPERIENCE
WITH ADVANCED
SOFTWARE**

FITNESS PARK

SE DÉPASSER - SE SURPASSER

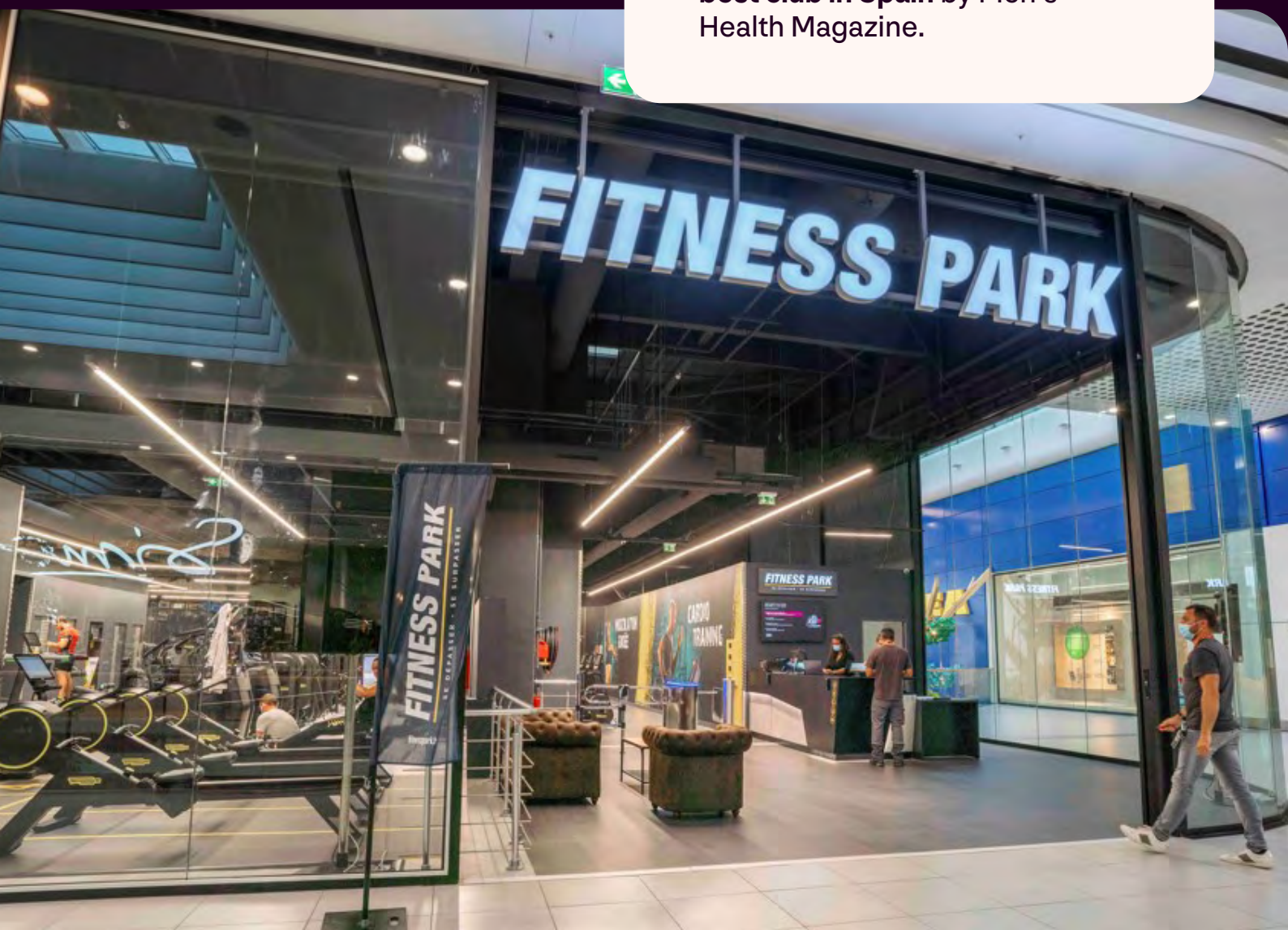


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Now with a network of **234 gyms operating across Europe**, Fitness Park originally opened in 2009 with the first low-cost gym model offering competitive pricing with ample space and equipment for members in France.

Since then Fitness Park has expanded its operations into Spain, with plans to soon operate in Morocco. The fitness club network has also just been voted best fitness brand in France by the French magazine Capital for the last two years running; the club in Madrid was also **voted best club in Spain** by Men's Health Magazine.



A Whole New Customer Experience

Every business goes through cycles of evolution and reinvention. Fitness Park has big goals—launching over 40 clubs in 2020, and plans to open many more over the next 10 years. Big goals like this need big plans, and they came prepared to make a shift.



“Our low cost pricing model means our requirements are totally different to boutique fitness in terms of the services we offer to customers. It was important for us to be able to deliver new premium fitness experiences alongside the value-for-money classes and equipment that our customers rely on us for. We knew we needed to be able to operate hyper-competitively, using smart technology and cutting-edge fitness programmes in ways that will build loyal customers and help our franchise businesses grow.”

Thomas Mendonça
Director General Digital and Innovation
Fitness Park

Over the course of the last three years, Fitness Park has transformed its business to deliver a higher calibre of fitness experiences under the same low price, while offering a combination of fitness programmes to suit everyone. Even though they were making moves, they remained true to their strategic priorities:

- **Digitise their experience using a modern IT architecture**
- **Build the best community experience.**

For inspiration, Fitness Park researched boutique fitness studio examples in London and the US. Next, they set out to design new programmes to offer something new and special, under the same trusted brand their customers had come to love. This included FightPark—for boxing, martial arts, and more—BurningPark—for high-intensity, fast-paced workouts—and CyclePark—for spinning and cycle workouts.

This transition was also a prime time to experiment with new equipment, new instructors, new gamification techniques and as well, new technology options—the latter of which proving to be one of the greatest pain points of all.



For Fitness Park, their focus has always been to offer the best possible product while increasing sales and reducing member turnover. Technology has always been the most challenging aspect of this, and they knew they couldn't bring their entire vision for a new member experience together without giving their technology a serious overhaul.

Fitness Park needed software that directly accessed modern APIs, which their teams could access anytime and anywhere, and technology which was easy to install and **intuitive to use. Ultimately, their goal was to **save time** and effort in managing memberships, bookings, access controls, and payments, so they could spend more time delivering an **exceptional experience** to their members onsite, and in **attracting new customers**.**

A Whole New Gym Management Experience

Vetting, selecting, and implementing a new business management solution is a project that needs stringent due diligence in assessing technology vendors. There were many reasons that Resamania stood out as a prime business software provider for Fitness Park, in particular its integrative, intuitive dashboard which offers real-time attendance, membership and revenue data both at franchise business site and enterprise-wide levels. The FitnessPark team was also impressed by Resamania's abilities to automate marketing activities, support payments, and customisable, API-led technology.



So, what ultimately made Fitness Park choose Xplor Gym?

As Thomas explains, it comes down to **agility, fitness expertise, and customer service.**

Agility

As a premium enterprise client, Fitness Park had the opportunity to influence Xplor Gym's future product roadmap, and together with the software development team, they co-created +150 new features.

Fitness Expertise

Fitness Park saw the Xplor Gym team's extensive experience within the French fitness market, and their deep understanding of KPIs and payment optimisation.

Customer Service

Fitness Park knew they'd receive quality customer service because Xplor Gym's technology and account management teams had a proven track record of being responsive to client questions and concerns.



With +700,000 members in their system, Fitness Park's migration to Xplor Gym was the biggest business software migration project ever undertaken in the European Union's health and fitness market.

To successfully migrate their systems, Fitness Park employed a team of five engineers to manage the project, working alongside the Xplor Gym team to build the in-house expertise they needed to support their ambitious transformation.

These engineers collaborated with Xplor Gym's Go-Live team to replace all existing entry hardware with modern contactless access systems, and install Xplor Gym software to automate and digitise many of their previously manual tasks and processes - freeing up their local teams to spend more time engaging with their customers. Having rolled out Xplor Gym to 40 gym franchises, Fitness Park is now well-primed for success as it expands its footprint/network further across Europe.



“The ROI has been amazing. Customers are very happy, we're seeing more upsell opportunities on our new boutique fitness programmes, and also from the differentiating value-added features we've adopted (like mobile/app bookings and real-time capacity management) to help us deliver a better Fitness Park experience to our customers. Our teams are also using the marketing automation and CRM messaging features within Xplor Gym to engage with customers more quickly and easily than they used to.”

Thomas Mendonça

Director General Digital and Innovation
Fitness Park



Set up your business for lasting success

We hope this guide has left you feeling ready to strengthen your business! It's time to bolster your operations. To put the gym goer at the core of their own experience. To maximise your competitiveness through stand out options, flexible pricing, and relevant communications. You must be able to focus on running, adapting, and growing your business without barriers. Yet, with membership and organisational data spread across multiple systems, it can be difficult to identify inefficiencies and opportunities to inform vital decisions. Is your current gym management software holding you back from keeping pace with rapidly changing gym goer preferences? We're here to support you.

Introducing Xplor Gym

Xplor Gym, a flexible, total gym management solution that combines software, membership payments and access control to make running your business easier and more profitable.

- **Run all aspects of your business from one place**
- **Cut admin and leave membership payments to us**
- **Deliver exceptional automated member communications**
- **Offer members an experience they can't get elsewhere**
- **Manage multiple sites with ease and make informed decisions fast**
- **Control access across your business simply**
- **React rapidly to changes and opportunities that arise**

As you evolve, Xplor Gym evolves with you.

Are you ready to evolve?

Get in touch to learn more about Xplor Gym and how we can help power your success:

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Go to our website