



## EVOLUTION FITNESS XL CASE STUDY

# SOFTWARE TO POWER GROWTH & EXPANSION

How this gym drastically reduced admin work, while improving membership collections, to support rapid growth by partnering with Xplor Gym.

**EVOLUTION  
FITNESS XL**






# EVOLUTION FITNESS XL

Located in St Helens, Merseyside, **Evolution Fitness XL** has rapidly grown to become the biggest gym in the town. Committed to providing members with the best in free weights and machines, the gym is a place where hard work pays off.

The team has successfully created a hub for the community, uniting like-minded new and seasoned lifters to achieve their goals. The club rejects negativity to motivate everyone to be included and celebrated.

## AT A **GLANCE**

By switching to Xplor Gym, Evolution Fitness XL has:

-  **Cut admin work to save time**
-  **Increased membership collection success**
-  **Improved the team & member experience**



EVOLUTION  
FITNESS XL

A photograph of the Evolution Fitness XL sign at night. The sign is illuminated with bright white and red lights. The words 'EVOLUTION' and 'FITNESS' are in white, while 'XL' is in red. The sign is mounted on a dark brick wall. Below the sign, a window shows the interior of the gym, with a white exercise machine visible.

# Ability to scale and evolve hindered

**With big ambitions to grow, Evolution Fitness XL was increasingly held back by barriers created by existing systems and ways of working.**



“We needed an all-in-one solution that could handle all the member billing for us now and in the future, as well as general member management and marketing. We would spend hours a day reconciling and manually processing payments. Our collection rates needed to be better. We needed a system that would automate these processes and improve efficiency and collection success.”

**Mike Garner**  
Director of Evolution Fitness XL

Growing member numbers left the team facing billing challenges. Hours each day were spent reconciling and manually processing membership payments – negatively affecting collection rate success.

Driven by this challenge, Evolution Fitness XL decided it was time for a change. The club was on the hunt for an all-in-one gym management solution that could handle all member billing and more.

They wanted a scalable solution that could cope with any amount of growth and complexity. And beyond billing, provide all the membership management and marketing automation tools needed.

It needed to be easy for the team to learn and use, with a cutting-edge user experience to match the expectations of members.

They wanted a true partner, to help them make their growth plans a reality. A partner invested in the success of Evolution Fitness XL. There to help tackle future challenges.

# More time to create exceptional member experiences

**In 2021, Evolution Fitness XL decided to partner with Xplor Gym to solve the challenges the business faced.**

By choosing the Xplor Gym all-in-one club management solution, Evolution Fitness XL has been able to significantly reduce admin work. Having membership payments embedded within the solution has streamlined financial processes. No more reconciliations.

Evolution Fitness XL has automated the whole billing process. Resulting in a higher success rate of membership collections. Ultimately, creating reliable income without having to manually chase payments.

The team is now able to devote more time to delivering an exceptional member experience. Xplor Gym provides a real-time 360°-member view, so the Evolution Fitness XL team always has the information they need when serving members. And can rely on the marketing capabilities the software offers to communicate with members even when they're not at the club.

Getting started with Xplor Gym has been easy. With an intuitive and easy to navigate interface, the Evolution Fitness XL team got up to speed quickly. The staff love using it!



“Xplor has a team that is second to none. They make themselves available to help when we need. The aftercare team goes above and beyond every single time for us. Xplor Gym is a true partner, not just a software supplier. The Xplor Gym team works alongside us to ensure we are set up for success.”

**Mike Garner**

Director of Evolution Fitness XL

# A partner for future growth

**Evolution Fitness XL has ambitious plans. With Xplor Gym they are ready to scale and grow – a major reason for choosing the solution.**

With software that's ready to adapt and handle what the future brings from a hands-on partner, Evolution Fitness XL is set for even more success.

[SEE XPLOR GYM IN ACTION](#)

“If you're a club with big ambitions and want a truly flexible solution that will support your growth, streamline your club operations, and give you and your team valuable time back to focus on your members, then Xplor Gym is the solution for you. We are delighted with the system to date and just wish we had it in place sooner.”

**Mike Garner**

Director of Evolution Fitness XL

