



THE QHOTELS COLLECTION CASE STUDY

SMOOTH, MULTI-SITE GO LIVE WITH BEST- IN-CLASS SOFTWARE

With 18 health clubs across the UK, The QHotels Collection partnered with Xplor Gym to take advantage of best-in-class technology that's supported by an experienced, trusted team. The hotel operator can now focus more on its members and less on time-consuming admin work which is now automated.



THE QHOTELS COLLECTION



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The QHotels Collection is a selection of 20 four-star hotels and resorts across the UK, including 18 health clubs, 17 spas and 7 golf resorts.

Benefiting from a recent multimillion-pound investment, the fully equipped gyms at the hotels boast pro-level equipment and technology to help members and guests get more from workouts. Plus, expert-led group fitness classes, refreshing swimming pools and relaxing spa facilities help members and guests pursue their fitness and wellbeing goals.

AT A **GLANCE**

By partnering with Xplor Gym, The QHotels Collection has:



Achieved a **smooth, phased go live** across all 18 health clubs



Automated tedious tasks, freeing teams to focus on engaging members



Created a **better digital experience for members** with easy self-service



Introduced a superior software solution with the **flexibility needed to thrive**



Held back by admin-heavy, tedious technology

The QHotels Collection set out on a search to find a **superior health & fitness club management system.**

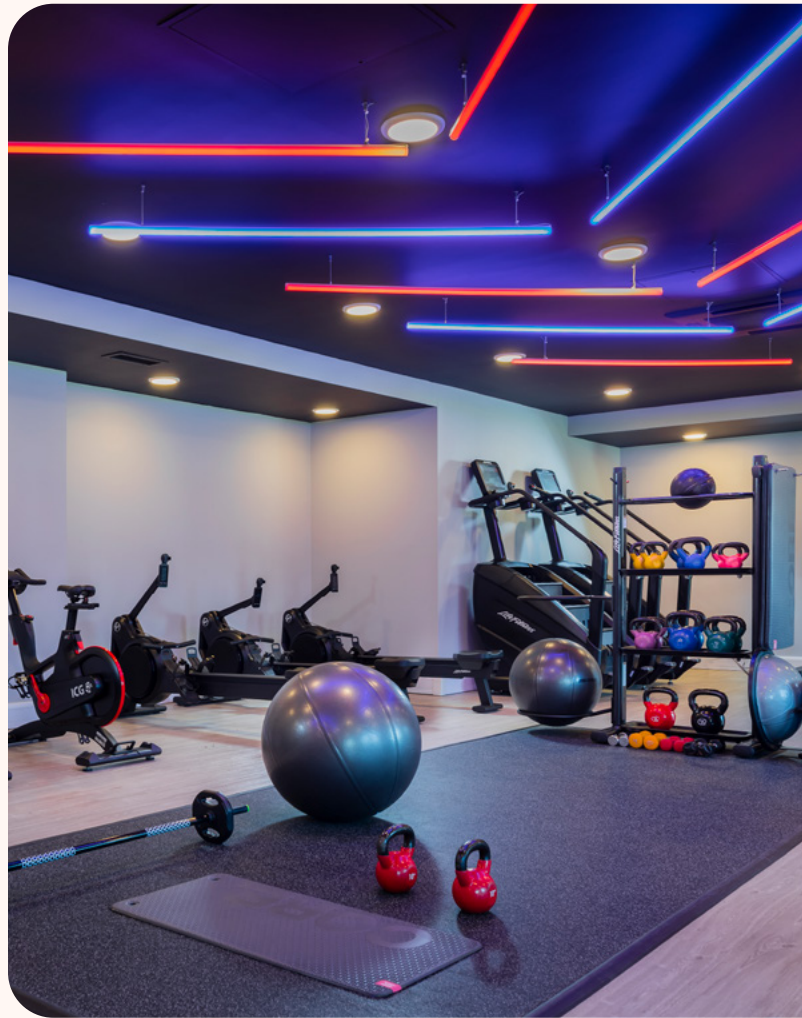
The hotel operator couldn't focus on serving and engaging members in the way it wanted. Instead The QHotels Collection had to focus on **software that created more admin work** than it took away.

"We needed a best-in-class health club management software solution. We were faced with a very admin-heavy system that was convoluted for both The QHotels Collection team and our members to use.

We wanted a solution that would be fit for purpose now and in the future. A solution that would tick all our boxes. And let us operate our way, creating exceptional fitness and wellbeing experiences for members and guests."

Keith Pickard

Golf, Health Club & Spa Director
at The QHotels Collection



Basic tasks for both the hotel's team and members were **complex and confusing**. The software lacked the member engagement and retention tools the hotel operator needed to build a loyal member-base. Even basic communications were time consuming and complicated for the collection of hotels.

Direct Debits for member billing had to be handled manually. And involved lots of copying and pasting between systems. This way of working was **tedious** and left the hotel operator exposed to the **risk of human error**.

Working collaboratively & methodically to go live across 18 sites

After a thorough review of the health club management software available in the UK, The QHotels Collection chose to partner with Xplor Gym. With **best-in-class, highly customisable technology**, Xplor Gym meets and exceeds the hotel operator's needs.

The QHotels Collection had a negative software implementation experience before switching to Xplor Gym. This caused challenges for the staff at The QHotels Collection and left the hotel with a solution that didn't meet their needs. The QHotels Collection team was reassured by the **transparent approach and expertise that Xplor Gym** brings as a partner.

The software was first rolled out to a **pilot site**. That meant that the solution could be trialled and fine-tuned at one location first before rolling out across all 18 sites. Plus, operational processes were determined through the pilot and feedback gathered from the team as they progressed through training. Both of which made the go live process even smoother for other sites.

The hotel and Xplor Gym teams worked in **close collaboration** throughout onboarding. Regular meetings, expert project management, and personalised training, meant go live was smooth. The Xplor Gym team was on hand to guide The QHotels Collection through the entire process.

"It was imperative for our business to take a phased approach to onboarding and go live. This started with launching Xplor Gym at a pilot site, before rolling out gradually across all 18 sites. We engaged key stakeholders from across our business in the project right from the start. This helped us build a solution that fits our unique needs.

By partnering with Xplor Gym, we benefited from a strong project management team, regular meetings, and a highly collaborative, flexible approach to onboarding.

Xplor Gym's end-to-end approach to project management has been first class, from implementation to data management and everything in between. We now have a solution that's best-in-class for both our team members and members alike."

Keith Pickard

Golf, Health Club & Spa Director
at The QHotels Collection

Xplor Gym has broad functionality. And that means it touches many parts of a business. The collaborative, cross-functional approach The QHotels Collection took has contributed to a successful software launch. Key stakeholders (including operations, finance, marketing, and IT) worked on the go live project right from the start. So, **everyone in the business gets the most** from Xplor Gym.

Letting best-in-class technology do the heavy lifting

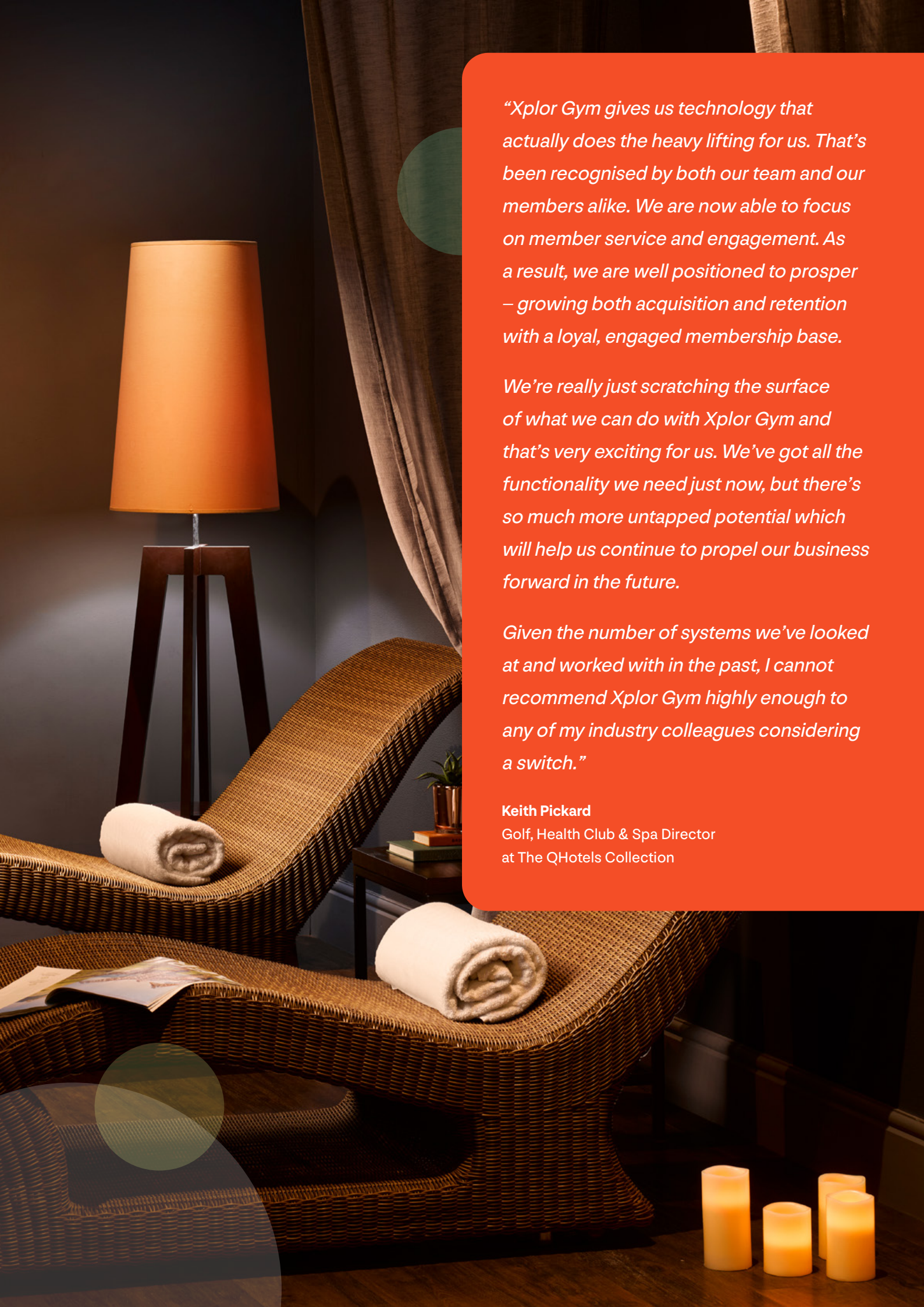
With Xplor Gym now live across all 18 of The QHotels Collection's health clubs, the business can rely on the software to **take away time consuming, tedious admin work.**

An intuitive user experience, coupled with training from the Xplor Gym team, have helped stakeholders across The QHotels Collection team quickly start using their new software. The hotel is now taking advantage of the many ways the software helps **automate mundane tasks**. This includes using the **marketing automation functionality** to send timely messages to members when trigger criteria are met.

Members of The QHotels Collection's health clubs are also benefiting from Xplor Gym. **Joining online is quick and easy** on any device. New members can choose from a selection of membership packages and begin using their membership straightaway. The **online member portal** lets members view timetables, book classes, update their details, and more, whenever they want to.

We continue to work in partnership, so the hotel group gets the most from their software investment. Now and into the future.



A photograph of a spa lounge area. In the foreground, two wicker lounge chairs are arranged. The chair in the foreground has a rolled-up white towel and a magazine on it. The chair behind it also has a rolled-up white towel. To the left, a lamp with a tall, conical, light-colored shade sits on a dark wood tripod stand. In the background, there are dark curtains and a small table with a potted plant. In the bottom right corner, several lit candles are visible on a wooden surface. The overall lighting is warm and dim, creating a relaxing atmosphere.

“Xplor Gym gives us technology that actually does the heavy lifting for us. That’s been recognised by both our team and our members alike. We are now able to focus on member service and engagement. As a result, we are well positioned to prosper – growing both acquisition and retention with a loyal, engaged membership base.

We’re really just scratching the surface of what we can do with Xplor Gym and that’s very exciting for us. We’ve got all the functionality we need just now, but there’s so much more untapped potential which will help us continue to propel our business forward in the future.

Given the number of systems we’ve looked at and worked with in the past, I cannot recommend Xplor Gym highly enough to any of my industry colleagues considering a switch.”

Keith Pickard

Golf, Health Club & Spa Director
at The QHotels Collection



Say hello to Xplor Gym

Xplor Gym is an all-in-one gym management software solution that makes running your fitness business easier and more profitable than ever. Take your business to the next level with all this in one flexible place:

- **Customer relationship management (CRM)**
- **Embedded payments**
- **Bookings**
- **Marketing – smart messaging**
- **App**
- **And more!**

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