

YMCA BLACK COUNTRY GROUP CASE STUDY

SIMPLE SWITCH, BIG BENEFITS

When this gym operator needed to move to a new gym management solution, switching was stress-free with many benefits.

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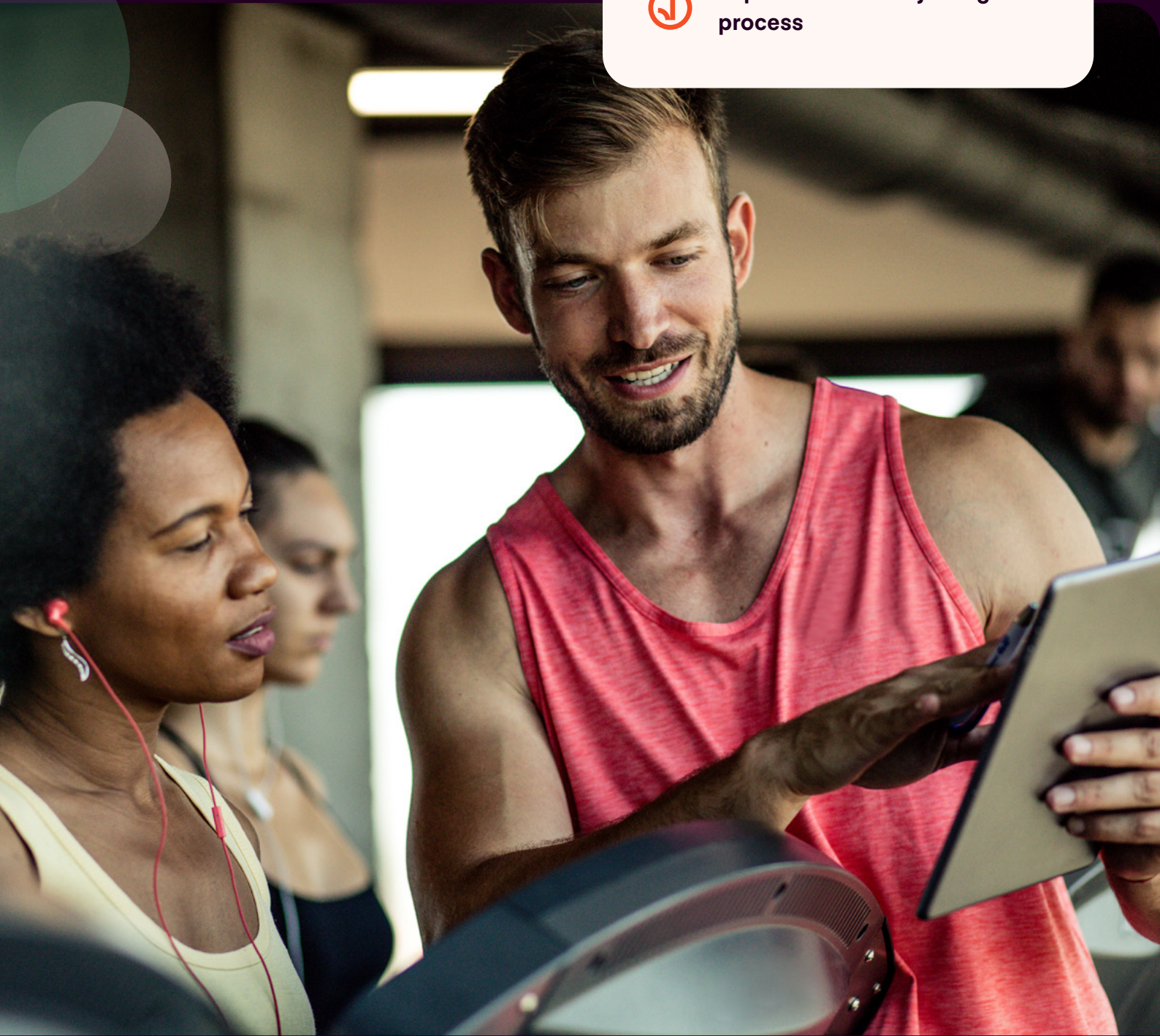
Operated by YMCA Black Country Group and located in West Bromwich, **YMCA Western Gateway** is home to YGym. With a state-of-the-art gym, dance studio & sports hall, YGym serves around 800 members. Plus, offers roughly 20 classes a week.

YGym is a friendly, community gym offering affordable memberships for the whole of the local community.

AT A **GLANCE**

By partnering with Xplor Gym, YGym has been able to:

-  Quickly switch software without hassle
-  Better communicate with members
-  Easily manage timetables and online fitness class bookings
-  Improve the online joining process



Time for a change – a fast, simple switch

YGym was using two different systems for payments and membership management when they were given the opportunity to see Xplor Gym in action.

Recognising the benefits of upgrading to a **modern, intuitive all-in-one solution**, the gym operator decided it was time to make the change.



“Constant communication and being able to ask any questions that come up is vital when moving to a new solution. The biggest positive was how fast the Xplor team responded to questions, concerns, and issues. Everything was addressed and resolved quickly. We were given clear dates and details of what would happen. From signing the contract, we were able to switch quickly and were never left waiting.”

Luke Tyler

Head of Health and Wellbeing Services,
YMCA Black Country Group

As well as bringing software and payments into the same solution, YGym were attracted by the extra features Xplor Gym included. Particularly, Xplor Gym’s **smart messaging** marketing automation technology to communicate with members through personalised messages.

Switching was straightforward and painless. YGym were given a clear understanding of all key dates and what the transition would involve. The move was **faster than expected** and with limited day-to-day impact on the team and members.

Better experiences for staff and members

Since YGym went live with Xplor Gym in September 2022, there have been **benefits all round** for the team and its members.



YGym has found the software easy and straight forward to learn and use. As Xplor Gym is intuitive and simple to use, **new team members can get up to speed quickly**. Less time is spent on training and more time is spent serving members in-person.

Intuitive, useful functionality means **daily tasks are simple**. Having a single solution for member management and payments gives the organisation a complete view of all their members, without switching between systems.

“With Xplor Gym we are able to communicate with our members in a more personalised way. Previously, this required additional staff time and cost. Now, all emails sent out are included in our package, these can be scheduled and/or sent out automatically and require very little time to send. That’s a big benefit.”

Luke Tyler

Head of Health and Wellbeing Services,
YMCA Black Country Group

The backend is easy to use, making tasks like assigning membership cards and updating class details fast. The software is also used for POS to manage the YGym shop. This allows additional revenue to be earned from ancillary sales.

Managing the **online sign-up process** has been made easier for YGym. New membership types and prices can be added at any time directly by the management team. And promotional codes can be created too – letting the team run campaigns whenever needed. This puts YGym in control – no waiting for these to be set up or incurring admin fees.

Members have their own digital member area. This **allows members to manage their membership**, wherever and whenever they want – including class bookings and cancellations.

Communications have been improved too. It’s easier than ever for YGym to stay connected with members and keep them engaged with the club.

Xplor Gym provides a cost-effective solution that allows YGym to **target different groups of members** with relevant, personalised email and SMS messages. These can be conveniently scheduled ahead of time in the software – set and forget.



More improvements to come

YGym plans to **improve access control** at the club in the future. Going from two systems into one, a barrier system will be installed that will be linked to Xplor Gym.

It will help control access through one system with members using their membership card for access. This will give the club detailed reporting on visits and check-ins that can be used to optimise onboarding, marketing, retention activities and more.

With software that makes life easier for YGym and its members, the organisation can focus on supporting its community.

“I appreciate how simple and effective Xplor Gym is – it’s not over complicated and gives us the functionality we need to succeed. It’s easy to learn, new staff members have completed the basic training in 10 minutes on their first shift. I’d recommend Xplor Gym to other gym operators because of how simple it is. It has everything you need without unnecessary complication.”

Luke Tyler

Head of Health and Wellbeing Services,
YMCA Black Country Group



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!**

[SEE XPLOR GYM IN ACTION](#)