



BIGBOX CASE STUDY:

ALL-IN-ONE GYM SOFTWARE POWERS RAPID GROWTH

By choosing all-in-one gym management software from Xplor Gym, this community-focused, destination gym has grown fast since opening in January 2024. And created an exceptional member experience that'll build loyalty long into the future.



BIGBOX

Huddersfield's biggest gym, **BigBox**, welcomed its first members at the start of 2024. The high-end, high-spec club is the ultimate destination for health, wellness, and family-friendly fun. And it really has something for everyone – including:

- **A state-of-the-art gym**
- **150+ classes a week – including Les Mills options and BOX12**
- **A 25m heated swimming pool**
- **Relaxing sauna, steam, and hydro therapy facilities**
- **A challenging climbing wall**
- **A café with a fully licensed bar**

AT A **GLANCE**

By partnering with Xplor Gym, Big Box has:



Powered rapid growth with access to tools supporting prospecting and communications at scale



Created smooth, joined up member experiences



Access to live data and analytics to support fast, informed decision making



An intuitive, all-in-one platform for success

As a new club with a vast array of facilities and offerings suitable for many different types of customers, **BigBox** needed an all-in-one club management solution that could do as much as possible.

So, the business chose Xplor Gym – the best-in-class health & fitness club management system of choice for ambitious operators. And a platform that BigBox is able to use across many areas of the Huddersfield club.



We use Xplor Gym for everything – booking classes, signing people up, keeping track of all the different types of members, cancellations, Direct Debits etc. So, it does everything for us really!

Alex Plant
Sales Manager, BigBox Huddersfield



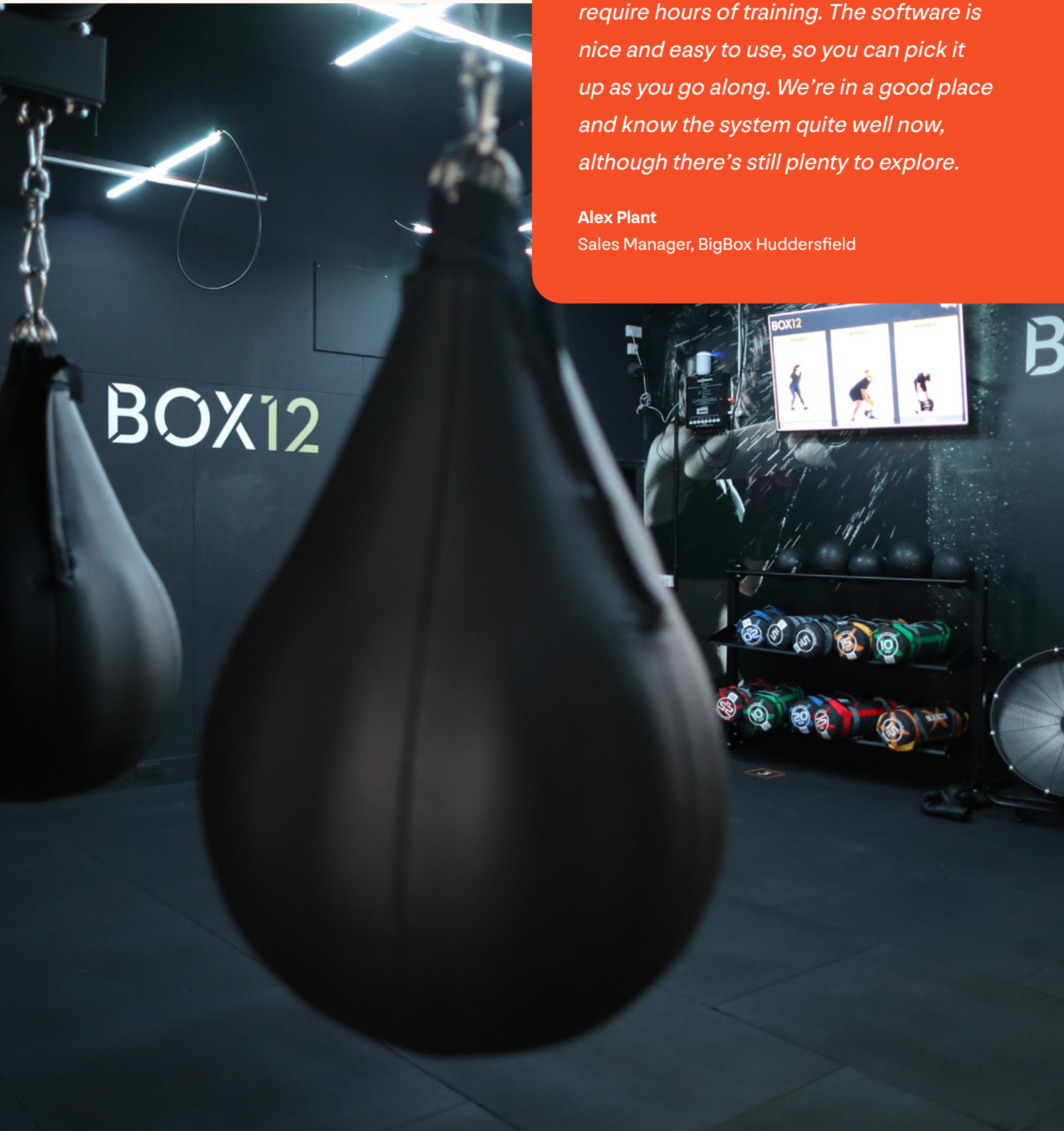
Onboarding and getting started with Xplor Gym was straightforward for the BigBox team. Taking a gradual approach to working with the easy-to-use software, BigBox has been able to make use of more features since opening to members in January 2024.



As a new club opening for the first time, getting started with Xplor Gym didn't require hours of training. The software is nice and easy to use, so you can pick it up as you go along. We're in a good place and know the system quite well now, although there's still plenty to explore.

Alex Plant

Sales Manager, BigBox Huddersfield



Simplicity powers a strong start

With Xplor Gym, the BigBox team gets everything they need to **manage and grow** the club in one simple place.

That starts with sales and prospecting – particularly important as a new club. Offering guest passes, so people can try before they buy, BigBox is able to create a profile in their software for every new prospect.

The club actively manages the sales pipeline using reminders to proactively make sure sales tasks are completed. And using the Smart Messaging communications features, prospects are nurtured with targeted, personalised emails. So, it's easier to manage the sales process at scale.



The prospecting system is really effective. The team and myself get sales reminders to chase prospects. And that makes it simple to keep track of everything. We don't tend to lose a lot of prospects because the team is so proactive thanks to Xplor Gym.

The prospecting system has helped us with mass communication too. We can filter prospects into target groups – for example those who've had a guest pass or people who've been referred. So, we can follow up with them appropriately in that way too.

Alex Plant

Sales Manager, BigBox Huddersfield





Xplor Gym gives you all the live analytics you need to see how your business is performing. I use the dashboards on a daily basis to see how many sales we've had and get revenue numbers. It's much easier than having to pull an individual report and keep track myself – it does it all for us.

The best thing about Xplor Gym is really the simplicity of the software. Having the member's profile all in one place makes it easy and fast to edit, freeze and cancel memberships from one screen. No clicking around or fuss.

This single view for each member also makes it easy to keep track of Direct Debits and when they're due to pay. So, when we have a member in front of us we can give them that information straight away.

Alex Plant

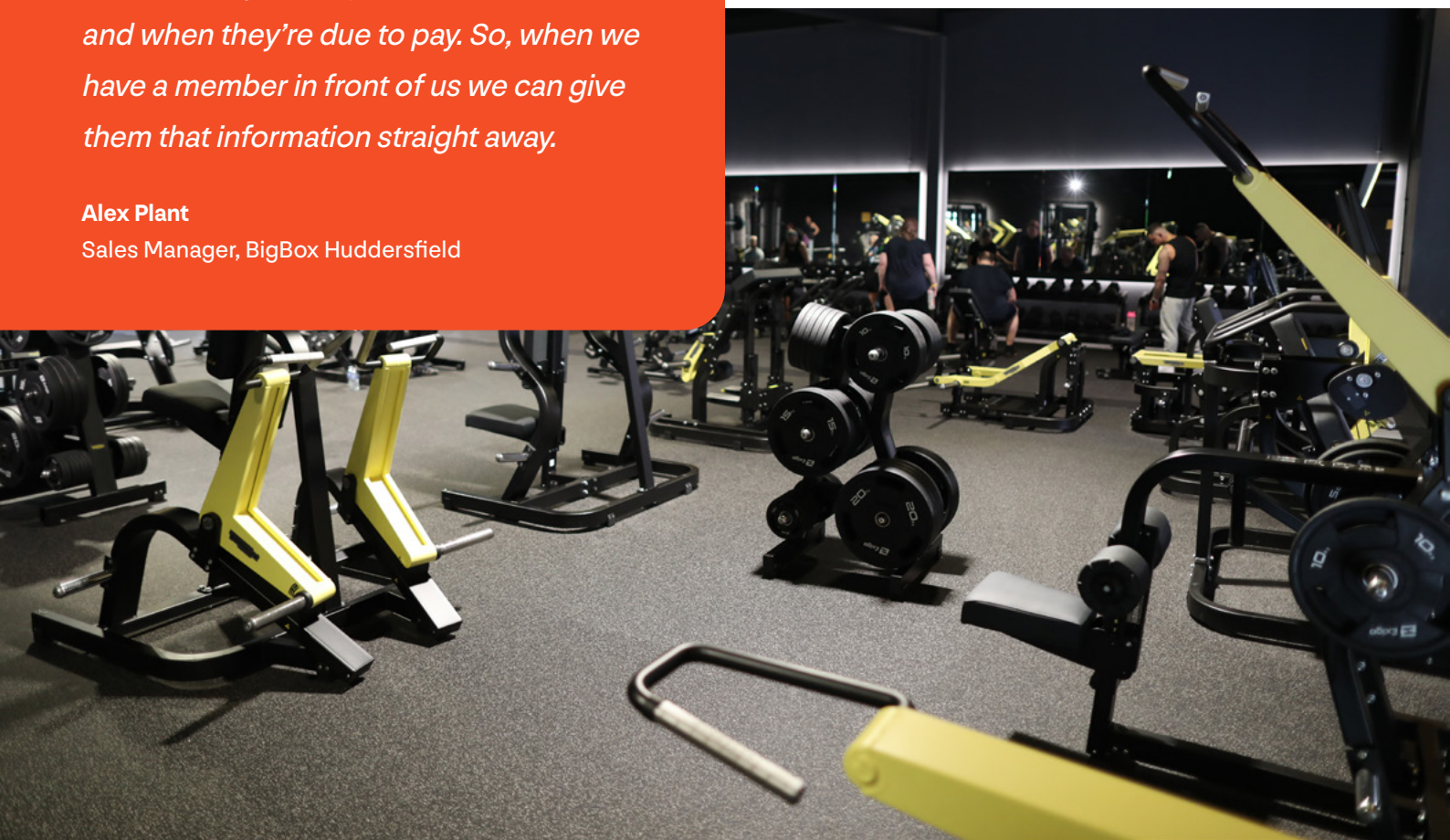
Sales Manager, BigBox Huddersfield

BigBox has been able to grow its membership base fast with around 500 new joiners a month. Tracking this growth has been easy thanks to the handy dashboards and reports available directly in the system.

And BigBox is creating a smooth member experience thanks to the features Xplor Gym offers as an all-in-one gym management solution. When a new member joins online, a profile is instantly created in the software, and the new member can start using their membership straight away. Access is seamless with everything managed using a membership band according to rules set up within the software.

Booking classes is easy too. And members automatically get a communication when they've booked, cancelled a booking, or moved over from the waiting list.

From the club's side, being able to alter memberships, freeze them, and do everything through Xplor Gym, saves the team time. Time that can be invested into lead generation and prospect engagement – supporting business growth.



Finding new opportunities to drive growth

As the club matures, BigBox is making greater use of the features that Xplor Gym offers. Setting up **automated member journeys** using the messaging functionality within the software is a key part of this.

The club has already created a 10-week onboarding journey for new members. Each joiner is sent targeted emails at key times within this period. And next up BigBox is planning to set up an annual journey to prepare members for renewal – supporting retention.

With a focus on creating a family-friendly club, BigBox is exploring the family membership options. Creating a joint membership for 2 adults and 2 kids will help boost retention for family groups.



With Xplor Gym we get a high level of support when we need it. Our dedicated Customer Success Manager helps us discover new ways we can use and get more out of our software investment. And the support team is there to quickly answer any technical questions we have.

Alex Plant
Sales Manager, BigBox Huddersfield



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

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

 **xplor gym**

