

REAL BODIES CASE STUDY: UNLOCKING FLEXIBILITY TO THRIVE

This ambitious independent gym invested in future-friendly gym management software to power improvements, gain flexibility, and boost profitability. All supporting a strong business and a superior member experience.






Located in Haverhill, Suffolk, independent gym **Real Bodies** is built on a passion for creating a welcoming, friendly place where everyone can achieve their fitness goals.

Having opened in 2011, this ambitious operator continuously reinvests in the club to keep pushing it's offering to the next level. With a strong community focus and staff trusted by members, Real Bodies consistently retains and attracts loyal members.

Since opening, Real Bodies has extended to grow membership capacity. Real Bodies now specialises in conditioning training, opening 24/7 to let members train whenever suits them.

AT A GLANCE

By partnering with Xplor Gym, Real Bodies has:

 Access to modern tech that's effective for owner, staff, and members too

 Freedom & flexibility to do business their way

 Support of a trusted partner, on hand to help



Always investing in the future

Always looking to invest in improving the gym for members, Real Bodies decided it was time to give the technology used to run the business an overhaul.

Real Bodies operated using its own in-house gym management system, which was falling behind other gym management solutions. So, the amount of manual admin work needed on a daily basis was growing. And Real Bodies couldn't offer members the type of digital self-service tools that are now expected.

Working with a separate membership payments platform, led to data often being out of date. This disconnect impacted Real Bodies' ability to fully control access and the member experience too when payment issues occurred.



You've got to move with the times and how people want to manage their memberships. We had a system that meant a lot of manual processes were needed – lots of admin hours checking things.

And as we were working with a separate membership payments provider, it also meant the data in our system was often out of date. That made effective access control a challenge – especially as a 24/7 gym.

Lee Button
Owner, Real Bodies

Plus, the solutions also made it tough for Real Bodies to operate in a way that truly suited the business and members. The ability to diversify and provide greater value solutions to members that would boost retention and profitability was hindered.

Keen to keep up with the times, provide a better experience for members and grow without barriers, Real Bodies explored the options available.

Seeking a long-term partner to power success

People are at the heart of success in the fitness industry. So, Real Bodies knew that gym management software had to be judged both on features and the people behind the solution too.

When looking at options available, Real Bodies approached the team at Xplor. The club had been using a payment solution by Xplor for many years. So, Real Bodies knew that the team behind Xplor Gym would always be on hand to provide proactive help and solutions.



This industry is people by people – and that’s important when choosing software. People matter, you have to be able to build a long-term relationship with the people behind the system. You have to know there will always be someone available to help.

I saw quickly that with Xplor Gym, we’d get support from people who are easy to work with and actually care about finding solutions. Sometimes that matters more than being the cheapest option.

Lee Button
Owner, Real Bodies





Switching to a new gym management solution is a big deal as a business. The process went really well overall. From onboarding onwards, I've been impressed with Xplor Gym. It's been easy to learn the basics and as time goes on I'm exploring everything the solution has to offer.

Members even feel more connected to the gym as memberships are easier to manage and use.

Lee Button

Owner, Real Bodies

Xplor Gym had the flexibility that Real Bodies craved. Automation-driven features showed the club that there would be less admin work needed to keep the business running. Plus, as an all-in-one solution with embedded payments, there'd be no more delays or out of date member data.

Switching was an investment for Real Bodies and cost did play a role in the decision. Pricing from Xplor Gym was straightforward and transparent – and the value of choosing the solution was easy to understand.

Having considered the options available, Real Bodies decided to switch to make the move and went live with Xplor Gym in November 2023.



Ready to continue thriving

The team behind Real Bodies are always striving to improve the business. With Xplor Gym in place they have a **gym management solution** that can keep pace.

Live, accurate data puts Real Bodies in control

As a cloud-based software solution, Xplor Gym makes it easy for Real Bodies to manage the business from anywhere – with less effort thanks to automation-led features. And the club always knows that member data within their software is 100% up-to-date with complete and accurate payments info.



“As the data within Xplor Gym is always live and up-to-date, it works really well with our 24/7 access set up.

It's reassuring for members to know that only authorised people can access the club. And it keeps the business a lot more current from a financial perspective – if someone has paid they'll get in, if they haven't they won't – that's important to the long-term success of our business.

Lee Button

Owner, Real Bodies

Upgrading to Xplor Gym has made it easier for Real Bodies to stay competitive and deliver the level of service that members now expect. As well as making it easy for members to manage their membership, book classes and more from their chosen device, Xplor Gym helps the team at Real Bodies to efficiently serve members.

The solution makes access seamless for members and 24/7 opening straightforward for the business. Driven by live data, the club can stay in control of who is using the facilities. And even in the event of an internet outage, access control will still work.

Flexibility to boost revenue

With Xplor Gym, Real Bodies has more freedom to get creative and make the most of every opportunity to improve the business.

The software has helped staff better understand what it really takes for the business to be successful. The dashboards, powered by live data, make it easy for everyone at Real Bodies to see the impact that little things have on the business.



Running the business has become very expensive. The dashboards within Xplor Gym have definitely helped my team understand the impact that small changes can have on performance. It helps them find ways to push the business forward and be more effective.

Lee Button

Owner, Real Bodies



Real Bodies is always investing back into the business. To support this, an annual club enhancement fee is collected from members. Having Xplor Gym in place now means that Real Bodies will be able to collect this on the anniversary of a member joining – previously this was confined to two dates a year causing confusion for members.

Thanks to the flexibility of Xplor Gym in finding a solution, this is a better experience for both members and Real Bodies. One that both will benefit from, supporting the future of the club.



Everyone aged 18+ who joins on a monthly membership will pay a club enhancement fee that's used to help us invest in improvements to the club.

By working closely with the team at Xplor Gym, we were able to find a solution that allows us to automatically collect this fee on the anniversary of a member joining. This is a better member experience and makes it easier for us to continue to do better for our members.

So far in 2024, our club enhancement fee has accounted for 9.3% of revenue. That's a fantastic boost for the club without the effort it used to take to manage.

Lee Button
Owner, Real Bodies



We're a victim of our own success in many ways and as we reach capacity, we're looking at new ways to grow the business. Upselling is an important part of that.

With Xplor Gym in place we have the flexibility to get creative and offer existing members more options to improve their experience with us. Bolt-ons are an easy way to do this – we've set them up for everything from PT consultations to guest pass packages. And we're even launching an all-inclusive coffee card for members to use with our fresh bean coffee machine.

Xplor Gym also helps us reward our loyal members. Recently, we were able to email all our junior members with a gift card for a parent or guardian for a free one month gym membership. This was well received and we'd never have been able to do it without Xplor Gym in place.

Lee Button
Owner, Real Bodies

Xplor Gym makes it easy for Real Bodies to create new membership packages, offer bolt-ons, and run promotional offers. So, members can get more from their experience with the club. And Real Bodies can maximise opportunities to boost revenue and grow profitability.



A trusted, supportive partner

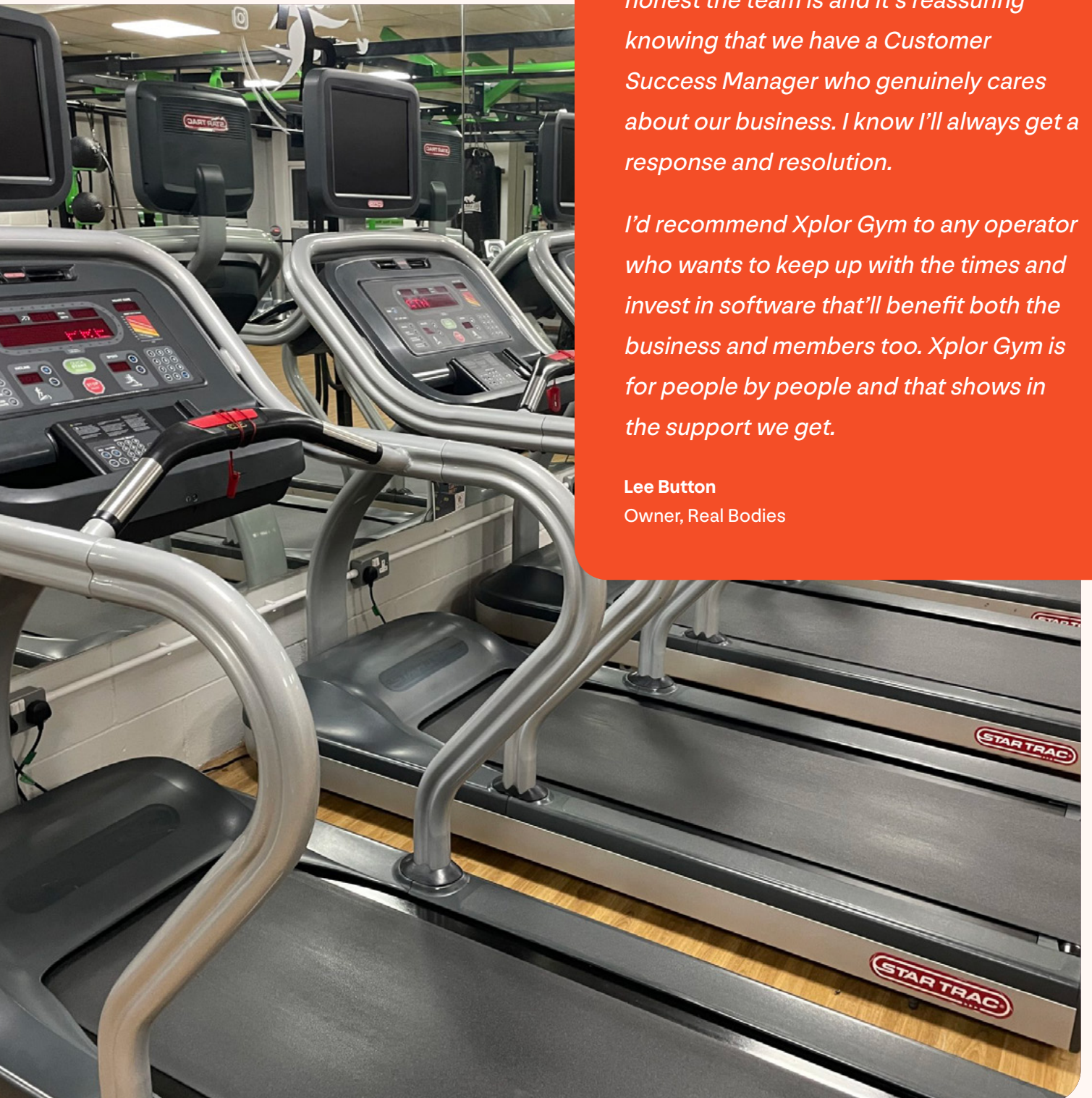
Real Bodies now has a reliable gym management solution that is capable of powering growth from a supportive partner. With access to a responsive Customer Success Manager and specialist software support team, Real Bodies know there's always someone there to help.



"I trust the team at Xplor Gym will always be there to help us find solutions that work for our business. I appreciate how honest the team is and it's reassuring knowing that we have a Customer Success Manager who genuinely cares about our business. I know I'll always get a response and resolution.

I'd recommend Xplor Gym to any operator who wants to keep up with the times and invest in software that'll benefit both the business and members too. Xplor Gym is for people by people and that shows in the support we get.

Lee Button
Owner, Real Bodies



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**
- **Member app**
- **Bookings & classes**
- **Retention & marketing**
- **Access control**
- **Analytics & reporting**
- **And more!**

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

 **xplor gym**

