



&

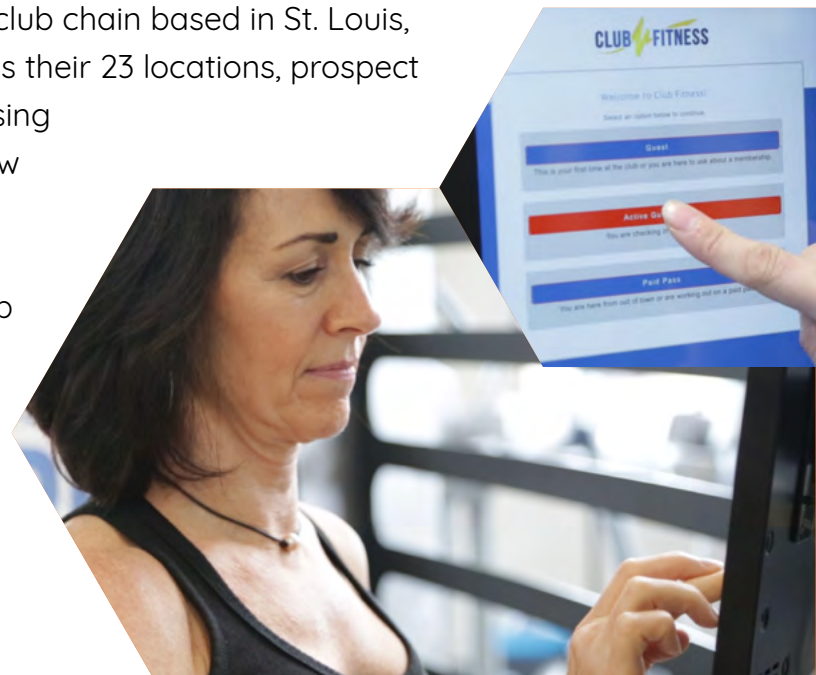


**Client:** Club Fitness

**Need:** To Quickly and Accurately Record Walk-In Prospect Information

**Result:** A Digitized Process That Streamlined the Prospect Experience, Reduced Staff Workload, And Improved Accuracy

Club Fitness, the employee-owned fitness club chain based in St. Louis, became a Club OS customer in 2017. Across their 23 locations, prospect and guest entry was manually captured using paper forms. Paper entry disrupted the new lead experience, increasing wait times and isolating prospects in designated waiting areas as they completed paper forms. Club Fitness strives to provide exceptional fitness services to every individual and body type. A streamlined prospect experience is critical to creating positive connections with new leads in order to fulfill the club's mission.



### The Club OS Solution

Club OS implemented the digital guest waiver into the Club Fitness flagship location in O'Fallon, Missouri. Digital guest waivers, or DGWs, are digital forms which allow prospects to quickly enter their information. This data is automatically synced into

the Club OS software, creating a new prospect profile. During a club visit, Club OS Key Account Manager Kristen Coy worked with Club Fitness VP of Marketing Michelle Micheletti and location General Manager Jerry Campbell to successfully onboard the DGW.



“We chose to onboard the digital guest waiver for the fact that it just made the experience better for everybody, whether you’re a non-member, a guest, [a team member] helping an individual out, it made the experience just a lot easier and a lot more streamlined.”

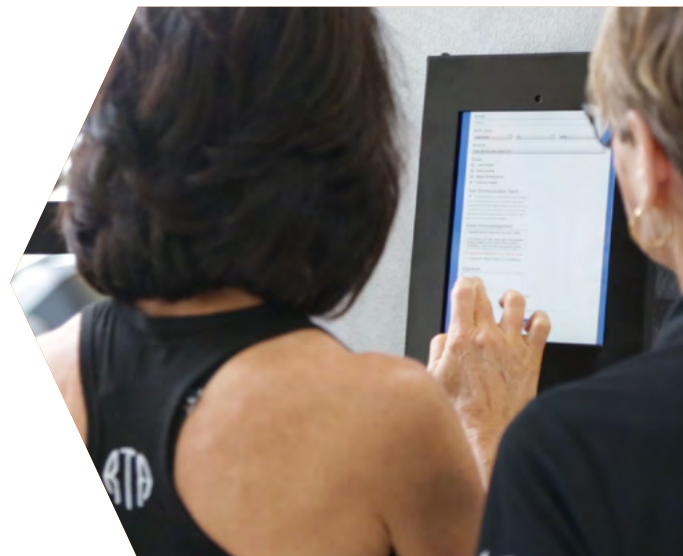
Jerry Campbell, GM of Club Fitness K&N

### The Prospect Experience Streamlined

Club Fitness team members were trained on the new DGW-centered workflow process for new leads and saw immediate benefits. Walk-in prospects are now greeted by team members as they enter the club and escorted to the three wall-mounted DGW tablets. Not only do the mounted tablets look great, but they allow Club Fitness staff to stay engaged with prospects as they complete the form. This is in contrast to previous workflows with paper entry.

“When prospects filled out paper forms, they did so separate from staff members. It was a guessing game as to when they were finished and ready to start

a club tour,” Campbell explained. “The DGW prevents prospects from sitting around waiting for a team member.” The DGW additionally streamlines the experience



by preventing a buildup of club visitors waiting to enter their information. “I highly encourage anyone to implement at least three DGWs into their club,” he continued. “When we have couples or families visit together, they can enter their information all at once. It saves a ton of time and keeps the process flowing.”

### Improved Efficiency and Accuracy

The DGW eliminates the need for redundant data entry from paper to software. This gives team members back valuable time to engage with prospects rather than slog through repetitive office work. Further, team members count on accurate prospect



Only 8% of prospect appointment times were accurately recorded manually by staff.

**Club Fitness saw a 74% accuracy rate with the DGW.**

records when performing follow-ups. Prior to the DGW, staff manually entered new leads into the system. This caused prospects to be assigned default club tour appointments at 8:45 p.m. regardless of when they visited the location. The DGW removes the guesswork by automatically creating appointments on the Club OS calendar, saving an accurate record of the time and date that each new lead visited the club.



[hello@club-os.com](mailto:hello@club-os.com)



(888) 812-2158



[www.club-os.com](http://www.club-os.com)