

How you can further develop your studio with the integration of Urban Sports Club and FitogramPro

A case study with our customer
Point of Power in Cologne

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URBAN SPORTS CLUB

About Point of Power



“The care status is the biggest problem in fitness studios, clubs and other sporting institutions. This leads to people breaking off sports. Our mission is to keep these people’s eyes on the ball. That’s why, in addition to personal training, we also offer small group courses and therapy”

“Sport needs power and a high investment of energy, but sport gives you even more power for life.”

Till Ebener, one of the founders of the Point of Power boutique studio in Cologne, knows what he’s talking about. He is a former high-performance athlete, sports scientist and has worked as a performance diagnostician for the 1st FC Cologne.

Qualitative training with personal, goal-oriented support is clearly in his focus. “We also have people who start as beginners and then really develop into the performance area. We can help the people who have the motivation for this direction. But we can also serve clients who want to maintain or slightly improve their fitness level.” In order to be able to provide this service, the formerly pure personal training studio was expanded to include small group courses and therapy.

The problem

Changed requirements and missing competences

According to Till Ebener, the demands that today's society places on sports providers are also changing. "In the modern world, people don't have a 9:00 am - 5:00 am job and can go into sports regularly after work. We live in a crazy world, with many self-employed and single parents."

Studio management, marketing and customer acquisition are classically not among the core competencies of fitness trainers. These things still have to be done in order to keep a studio running. Acquiring and implementing these skills is time-consuming and sometimes expensive. Therefore it makes sense to automate and outsource as many of these processes as possible in order to have more time for the actual support of the customers.

The solution

Automation of processes through FitogramPro

Initially, Point of Power used pen and paper to manage customers and courses. A solution was needed to simplify these processes. After comparing several other vendors extensively, FitogramPro was able to score with its ease of use.

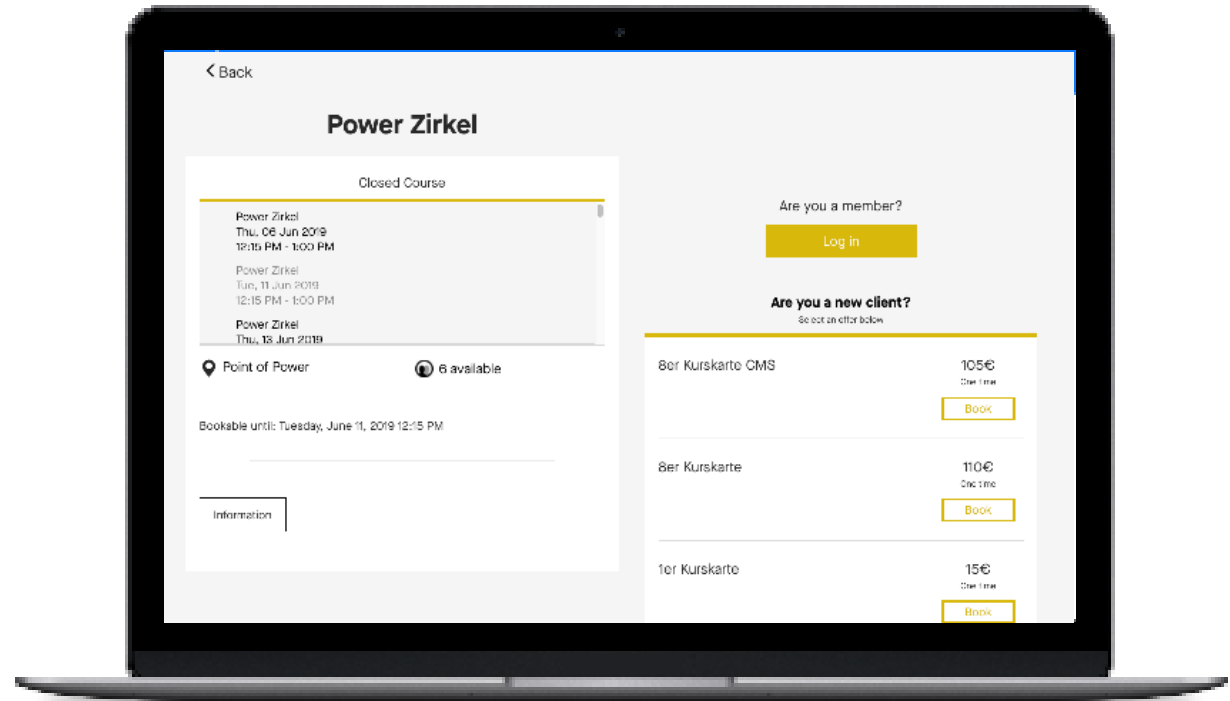
Especially in the management of courses and events, the software brings great improvements. "The main use case is the course and event organization. 99% of our customers now buy their contracts and point cards online. We also manage courses, workshops and health insurance courses with FitogramPro. Everything can then run into the POS system. Course registration is also done via the widget."

“We wanted a very simple solution. You can tell it’s made by athletes for athletes. We have a very fast and easy communication with FitogramPro. We often used the chat function to ask questions, so everything was done very quickly. That’s what we like about working with them. We don’t need much. We just need the expertise and quick feedback.”

Time saving when selling contracts and services in FitogramPro



99%



Urban Sports Club adapts to the changes in our society.

Urban Sports Club is the largest, most flexible and diverse sports network in Germany, which is used by companies as well as multi-sportspeople and is now represented in 5 European countries. With just one membership, members can use over 50 sports with more than 6,000 sports providers in Germany, France, Italy, Spain and Portugal - without long contract periods and with the option of being able to take a break at any time.

Studios can become part of the Urban Sports Club network free of charge. Point of Power has been part of Urban Sports Club since 2016. According to Till Ebener, Urban Sports Club is the optimal solution for today's society. "Especially if you want to do a lot of sports, club sport is no longer an option because the schedules are too fixed. And here USC is simply the solution. At any time of the day you will be offered something in your area of interest and this is optimal for our present world, because it adapts to your life."

By the way, Till Ebener is not only a provider, but has also decided to become a member of the Urban Sports Club.

"Our customers have the possibility to decide for themselves whether they only want to be a member of us or whether they want to use many other offers. And this is a thing that is totally ingenious for many."

*“No room in class again? What’s going on?”
- “All right, let’s offer another course!”*

Advantages for the studio: many new customers and free marketing

“The accessibility through Urban Sports Club of course is high. We don’t have to spread flyers and through the Urban Sports Club App people know that we do sports here.” USC has not only greatly improved the percentage of USC members, but also the absolute number of visitors.

We have a very limited number of places and people have to register early. Due to USC, all our courses are usually fully booked.” Because of the high demand for courses from USC members, some new courses have even been added to our course schedule.

“For us, the courses used to be more like a side offer... and since one year the courses work very well because of Urban Sports Club”

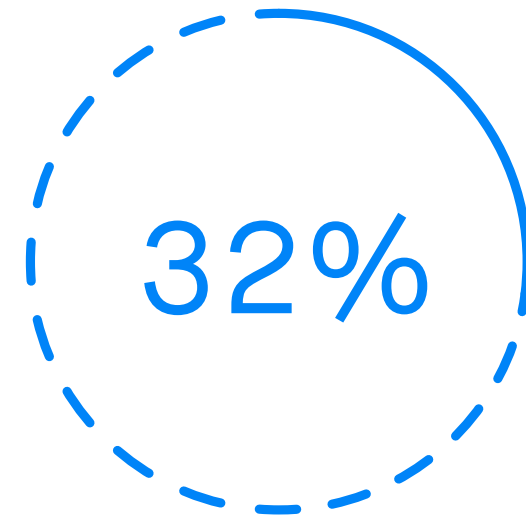
Growth of course
participants during
the last year



The connection with FitogramPro: an advantage for customers and the studio

Since the release of the integration between Urban Sports Club and FitogramPro, customers can easily register for a course via the Urban Sports Club app without having to book a place via the studio or the FitogramPro widget. This is a decisive advantage for the providers that both use FitogramPro and are partners of Urban Sports Club.

“Since the integration, there has definitely been more visitors. One of the reasons for this is that we can offer more courses through USC. But apparently we are even easier to reach through the instant booking feature. Customers do not have to register additionally on our site, but only once in the USC App. And this in turn has a very positive effect on the number of visitors. Before, it seemed to be an obstacle to register separately to be able to participate in the course.”



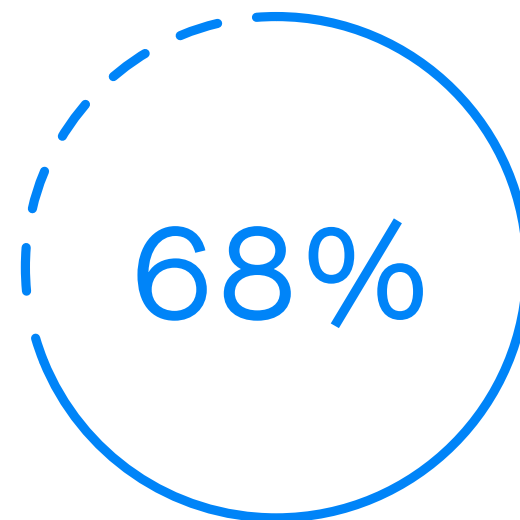
Growth of course
participants
since the USC
integration

“We have a lot of Urban Sports Club members and these are the visitors who come back.”

“We were able to plan and offer more courses.”

“At the beginning we had to pay more for the courses, because we also had to pay the trainers. But for some time now it’s really profitable, which is of course very nice for us.”

Returning customers overall



This change also has the effect to compensate for the weak attendance during certain time periods. During the last years the studio had to notice a slump of visitors after the motivation peak in January, after Karneval (yes, the studio is located in Cologne). Since the integration, however, this slump has no longer occurred.

How do Urban Sports Club members affect the training atmosphere and the proportion of returning customers? The studio still has a good rate of returning customers and estimates that the proportion of them has remained the same.

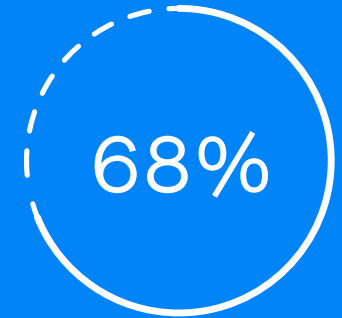
Forecast and development opportunities through USC

Due to Urban Sports Club and the integration with FitogramPro the capacity of the studio is almost at its limit. For Point of Power a possible growth is limited mainly because of this. “Combining capacity utilisation with further growth and maintaining a high level will remain a challenge for us.” If the studio decides to expand again, they know they have backup. “For us it is nice to know that if we want to open another studio, we will have a competent partner at our side.

Not only because of the marketing visibility, but also because of the human and communicative basis. We have the feeling that you can simply ask “Hey! We want to offer another course. What about the total number of visitors? When is the best time to integrate such a course? Those are expertises we don’t have.”



Growth of course participants last year



Returning customers



Growth of course participants since USC integration



Time saving when selling products and services in FitogramPro



Till Ebener is one of the three founders of the Point of Power studio. Among many other athletic successes, he was a Ninja Warrior finalist in 2016. He exemplifies what he teaches and therefore offers his customers a wide range of products: from muscle building, body shaping and weight management to training concepts for people interested in Ninja Warrior and parkour athletes.



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