

To Thrive in an On-demand Culture, Your Health Club Needs a Mobile App

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Technology has trained us to expect immediate satisfaction, and not just in our entertainment choices. Services that once required us to set aside an afternoon for errands are now done in minutes from your smartphone or computer.

While this is great for consumers, business owners in every sector are under increasing pressure to satisfy the on-demand culture, and that includes health club owners. Upgrading services available on digital platforms is as important as upgrading equipment. Placing a sign-up sheet for spin classes at the front desk is no way to appeal to the modern consumer.

How do clubs survive, even thrive, in this new environment?

Don't Have a Mobile Option? Consumers May Pass You By

To be successful, businesses have to satisfy the on-demand culture, and the technology must be mobile and intuitive. It's what we all expect these days. But it's not a one-way street. Digital products are mutually beneficial, especially to health clubs, who depend on steady engagement and motivational messaging to thrive.

Here's what a strong mobile app can do for club owners:

- more efficient payment options;
- a direct line for marketing messages;
- increased participation in group classes and personal training services;
- more data on member preferences, among other benefits.

In some ways, a mobile app is the best way to communicate to club members who otherwise rarely interact with staff. Not only can you send marketing messages and promotional deals, but your trainers and group instructors can introduce their services in a way that's more personal and direct than what's allowed in traditional platforms.

Choosing the Best Provider for Your Needs

When you look for a mobile app, you want to choose one from a technology company that understands your market. That means having a digital option that:

- can accommodate clubs of all sizes;
- is customizable for brand messaging and training services;
- delivers intuitive navigation for payment and scheduling;
- provides strong tech support and customer service by professionals who understand the specific challenges of the health club industry.

Health clubs looking for a mobile app that delivers for members have found a solution with ASF Payment Solutions' "My Enrollment" app. Not only does this mobile app enhance revenue and sales opportunities, this software tool can enrich the member experience by offering real-time PT and class scheduling, while simplifying enrollment and point-of-sale transactions. "My Enrollment" also allows for push notifications and other marketing messaging, while encouraging members to provide referrals through incentives.

It's up to you how you customize your membership and training packages. If you have daycare services, those can be included. And guest passes and other promotions can be delivered through "My Enrollment." It's the health club solution for the on-demand culture.

For more information about "My Enrollment" and other software products devoted to the health club industry, visit ASF Payment Solutions and request a demo. And don't forget to visit them at IHRSA 2017 in Los Angeles, on March 8-11.