

How Club Fitness eliminated in-house collections and boosted the bottom line

The goal.

In-house billing and collections were not going well.

New membership had all but come to a halt.

ClubFitness was losing money.

"Even 1% to 3% is critical to the bottom line of a club," stresses Gary Castellano, COO of ClubFitness.

They needed a solution to help them improve collections and attract new members.

Streamlining front-desk and admin operations were also on their list.





The support.

Enter ABC Ignite.

Automation, collections, and engagement solutions enabled ClubFitness to streamline collections and jumpstart membership growth.

Castellano says: "We were able to eliminate in-house billing and collections, which had not been going well."

The results.

Improved operational efficiency

Automation enabled ClubFitness to:

- Cut 2 FTE positions.
- Streamline operations.
- Eliminate in-house billing.

Enhanced member autonomy



Gary Castellano, COO of ClubFitness

With online sign-ups and self-service options, ClubFitness:

- Increased membership 50% of new members signed up online.
- Reduced time and resources for membership-related tasks.





Boosted membership growth

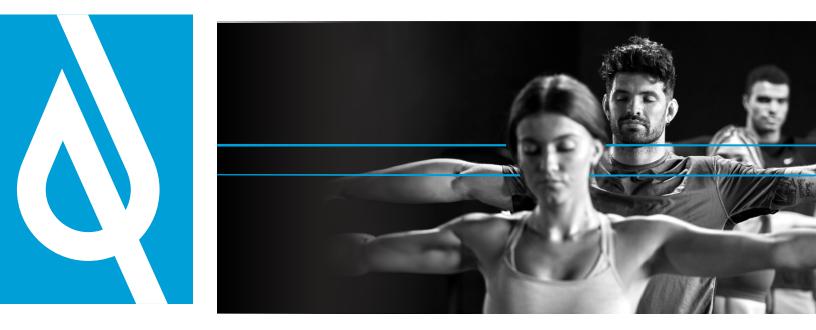
• New targeted marketing campaigns = new members.

Improved financial performance

- Deeper insights into financial performance and member trends.
 - More informed decision-making.
- Accurate financial reports and payroll tracking.
 - Improved financial management.

"Even 1% to 3% is critical to the bottom line of a club," stresses Gary Castellano, COO of ClubFitness.

The answer: ABC IGNITE.



ABC Fitness is the market-leading software for fitness businesses. Building on a legacy of excellence, ABC Ignite enables fitness operators of all sizes to transform their vision of fitness into a seamless reality. We process \$9.5B+ in payments annually for 24,000 clubs; we can help. Learn more at abcfitness.com.

