

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

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.



"Our main goal is to increase membership... ABC Ignite has enabled us to do some real promotions that are working really well and bringing people in."

Gary Castellano, COO of ClubFitness



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](https://www.abcfitness.com).

