

# LivingWell Health Club Revolutionises Member Management While Increasing Revenue by 30% with ClubWise

LivingWell Health Club has been serving the local community of Kilmainham for over 16 years. Their club offers a full wellness facility with hydrotherapy, a sauna, a steam room, a jacuzzi, a gym with top-of-the-line equipment, and an exercise studio for various group classes.

Derek Jones, LivingWell's manager, recently sat down with ClubWise to tell us how he has boosted his membership base, **reduced monthly administrative time by up to 16%, and increased Direct Debit revenue by over 30% since implementing ClubWise.**

## Using outdated software & multiple platforms to try and run their fitness business

LivingWell was grappling with several challenges, including time lost throughout the month on tasks like sending renewal reminders, dealing with Direct Debit failures, generating the Direct Debit file, and managing class bookings all through separate systems. Also, they relied on manual tracking of class attendances and assessments, and follow-ups with members, which proved to be time-consuming and inefficient.

The outdated system and manual processes prompted them to seek a new provider who could offer an all-in-one solution that would streamline their day-to-day operations. Having prior experience with ClubWise, Derek chose our platform to help modernize his club's management while supplying a top-of-the-line member experience.

## Implementing an all-in-one solution to increase efficiency and drastically reduce admin time

ClubWise has effectively solved the problems LivingWell faced while being a considerable time saver so that they can focus on what matters most, their members. By automating many time-consuming tasks, including member communication via texts and emails, applying arrears to members' accounts, and generating the DD file, **Derek was able to save anywhere from up to 16%, or 4-10 hours per month, on administrative tasks.**



"We find the dashboard, reports, diary booking assessments, FITSENSE for members, and the ease of signing members up on the iPad most valuable. ClubWise has made it easier for us to monitor our business's performance and determine where to focus our efforts."

Derek Jones, LivingWell Manager

## What using gym management software has meant for their business

Since partnering with ClubWise, LivingWell's membership base has grown from 790 to 1006 members by offering a simplified, electronic sign-up option. Direct Debit revenue has also increased substantively, with 30% more revenue generated last month compared to their highest month before ClubWise.



We appreciate the stress-free experience of ensuring the Direct Debit file is correct for the bank and no longer having to sift through bank account numbers to apply failures to members' accounts.



## The Future for LivingWell Health Club

LivingWell's future goals include a new gym fit out, and ClubWise plays a crucial role in helping them achieve this by supplying insights into their business's performance and helping track their progress.

When asked what he would tell anyone looking at ClubWise, he said the following:



"For anyone considering working with ClubWise, we wholeheartedly recommend it. The support during the transition and ongoing support are unparalleled. Our partnership with ClubWise has been transformative, and we have not looked back since changing over."

A background image showing a woman in a green tank top and a man in a blue tank top looking at a tablet together in a gym setting. Other people are visible in the background.

# ClubWise

[Schedule a Demo!](#)