



GYMMASTER

Membership Management Software



Napa Valley Total Fitness drops the dead weight

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About Napa Valley Total

Napa Valley Total Fitness has around 300 members and is based in central Napa, catering to all types of fitness levels with weights rooms and machines, cardio equipment and cross fit studios. The gym opened in 2013, having relocated and rebranded from a location further out in the city.

Encouraging members to pay

While setting up the new gym, owner Ken Wilcoxson realised the need for an updated management system that reduced the number of members failing on their payments. The percentage of members not meeting their payments had been sitting at about 30% which was encroaching on Ken's plans to run a successful gym.

Moving location would account for a portion of these members but there was still a need to find a way to get the others to make their payments. "I had a hard time collecting because they had bad debit cards or chequing accounts," explains Ken. Making contact to notify them was a time consuming process for him and his staff.

Ken was keen to get member door access to enhance his management system. Having swipe card access at the gym would give the option to deny access to members who missed payments and initiate a conversation with them to encourage them to pay their fees.

Gym Master helps drop the dead weight

Ken talked to several companies to evaluate software options and found that most were unable to offer all of the required aspects under one system. One that stood out was **Gym Master** who were able to offer **point of sale, automated communication, integrated billing and door access** in one package **without third parties or piggybacking systems**.

For Ken, this meant that his door access was directly linked to his member system and could be set up to deny access to members in debt. This **eliminated the need to manually check payments and mark them off individually**. Once a member is flagged as having missed a payment, a text or email is sent to them directly to let them know, which encourages them to make their payment.

About Gym Master

Gym Master is gym software designed to make it easy to maintain detailed records of your members and their memberships, book classes and trainers, process and track sales, and communicate en masse with the right members at the right time.

Designed to fit clubs of all sizes, this gym software is feature-packed. With a full booking system, point of sale, website integration, direct debit integration, a mobile app for trainers, online booking for clients, and 24/7 door access control, Gym Master has all you need.

An enduring partnership

Since implementing the **Gym Master** system, Napa Valley Total Fitness have been able to **decrease the number of members with failed payments from 30% to just 15% through instant communication and door access methods**. This has a huge impact on the bottom line for the gym.

Ken finds the **Gym Master Support team are fantastic**, with **nothing ever being a problem and the time difference between New Zealand and the United States isn't an issue**. *"I find it so easy, the support. I just send an email and when they wake up they link in and fix it."* he explains.

With planned additions to his gym offerings, **Gym Master** will be **able to grow** with Napa Valley Total Fitness and cater to the new requirements including **class bookings and scheduling**. *"I wish I had bought this a long time ago."* says Ken.