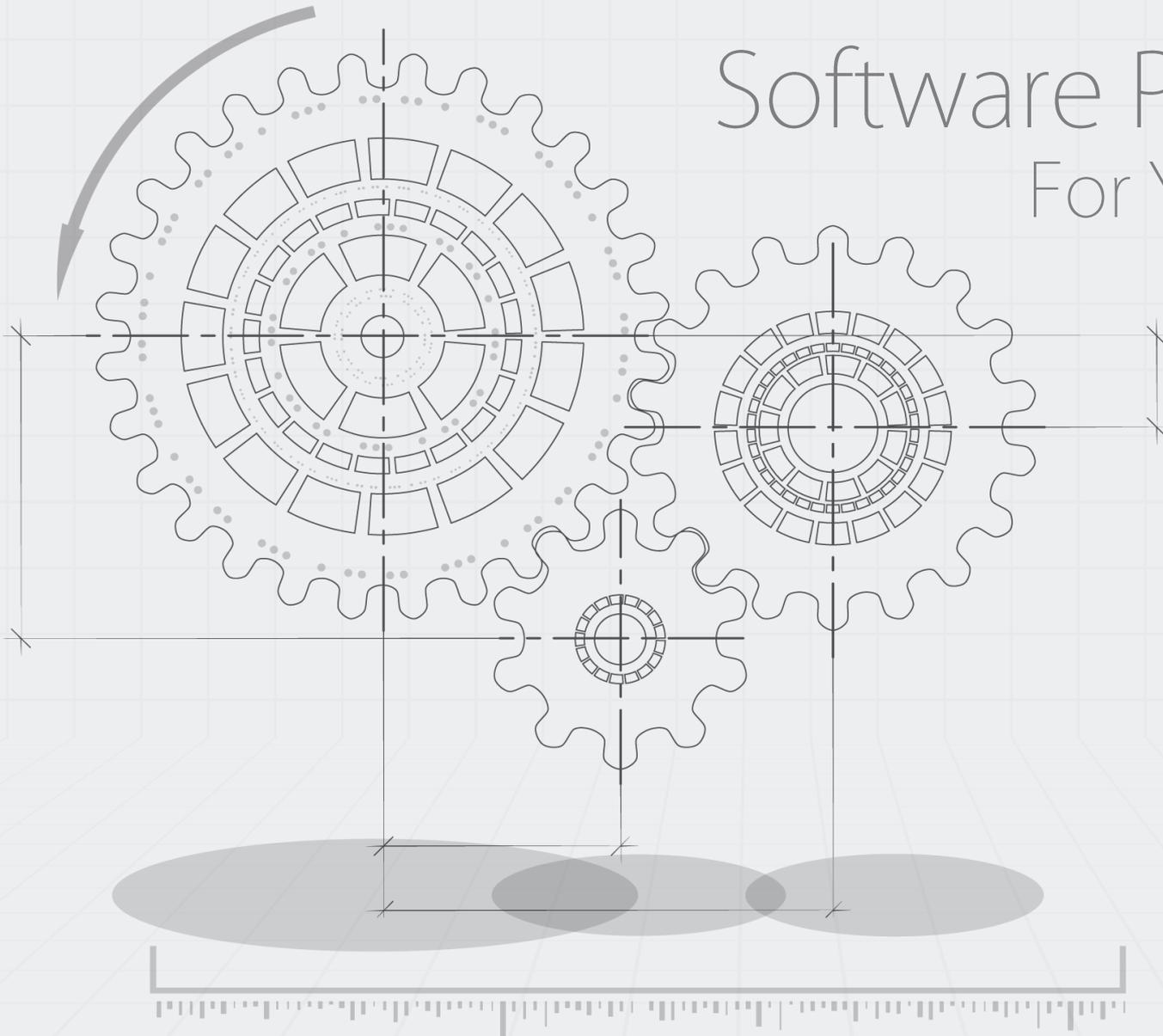


Software Providers For Your Gym



Working Smarter



Gym owners these days are working harder than ever before

... and the health and fitness industry is more competitive than ever – and we don't mean competitive in a fun, sporty type of way, but in a cut-throat businessy type of way.

How are you going to work smarter (not harder) so that your gym can stand out from competition and earn loyalty from your members in the long-term? The answer is by finding the right software and using it.

Throughout the rest of this guide, we'll take a close look at nine of Australia's best software providers for gyms, and highlight each of their attributes as a useful guide to help your gym determine the right software.

MINDBODY

Great for...



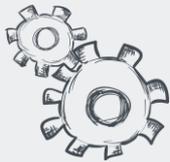
creating a seamless customer experience. MINDBODY provide a payment processing system that allows clients to book classes and pay for fees too. Not only this, MINDBODY allows you to build and execute targeted email marketing campaigns and create automated reminders for staff and members.

The reporting...



shows sales trends, staff reviews, inventory, payment details and appointments.

The software...



state of the art! And includes a MINDBODY fitness application that allows the public to find gyms when they are looking to sign up.

The support...



it's deep. We are talking 24/7 and 1-on-1 deep. Ready and waiting to talk to you about anything from support services to business consulting, marketing and sales techniques, industry trends and accounting. There is also MINDBODY University which is a fun and engaging open forum that offers courses on how to make the most out of the software.

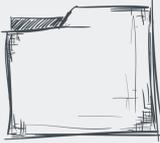
Zen Planner

Great for...



the rich suite of added features including built-in workout and skills tracker for clients. And did we mention the 'Members Connect' application? This awesome app allows clients to check into classes from their mobile devices.

The reporting...



makes it easy for you to retrieve information and easily explore every aspect of your business. Want to make it your way? No worries – all reports can be saved, customised and selected from a predefined report – to best suit your business.

The software...



can be fully integrated with your website INCLUDING the neat ability to embed class schedules and sign up forms into the website.

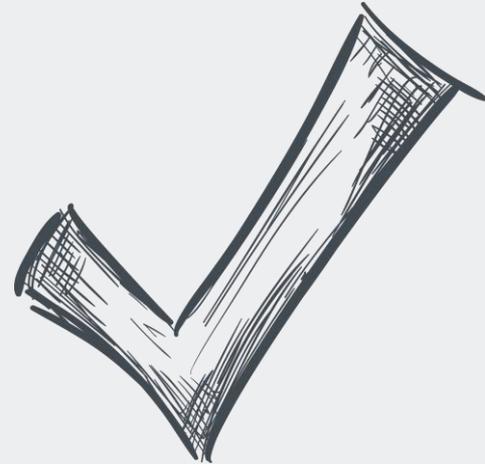
The support...



is Zen Planners #1 priority. They provide unlimited free support with your subscription.

No more queues at reception!

A good gym management software will let your administrative staff multi-task like pros and cut down on their double handling of tasks – this saves time and money.





Ideally, look for an all-in-one gym member management system that also allows you to manage and collect membership payments



The best gym management software providers out there will use plug-ins to seamlessly tie in with your other systems (like payments) so that you can multi-task from within one screen. That way, your staff won't be jumping between screens at the front desk while your members are waiting in a queue to get into your club.

Great for...



getting to know (and remember) personal details of all your customers. Never forget a birthday again! Centaman's CRM also allows you to keep contract history, transaction information and communicate easily to your entire membership base.

The reporting...



is superior and can bring up special reports on your businesses finances. With this, you can see how your business is travelling in everything from fee collection to staff payments.

The software...



is guaranteed for life with their 'Software For Life' policy which means you will never have to pay for an upgrade ever!

The support...



is unconditional. All clients benefit from service level agreements with guaranteed response times and clear escalation commitments.

Gladstone MRM

Great for...



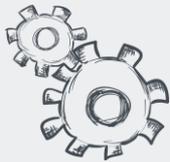
making everything work together nicely in one serious integrated CRM system. Everything from managing the Sales and Marketing sides of the business, to member bookings, resources, payments, finances, POS, security and reports is made super accessible with Gladstone.

The reporting...



is tailored to your specific needs and can provide detailed insight to view trend and data that will help your business grow.

The software...



is tailored specifically to your needs. Gladstone provide you with complimentary technical service audits by trained experts to review your Gladstone system, and provide recommendations to ensure that your business is getting the most out of their system.

The support...



assists with everything from pre-implementation to live execution, ensuring the accuracy and efficiency of the services offered.

www.gladstonemrm.com

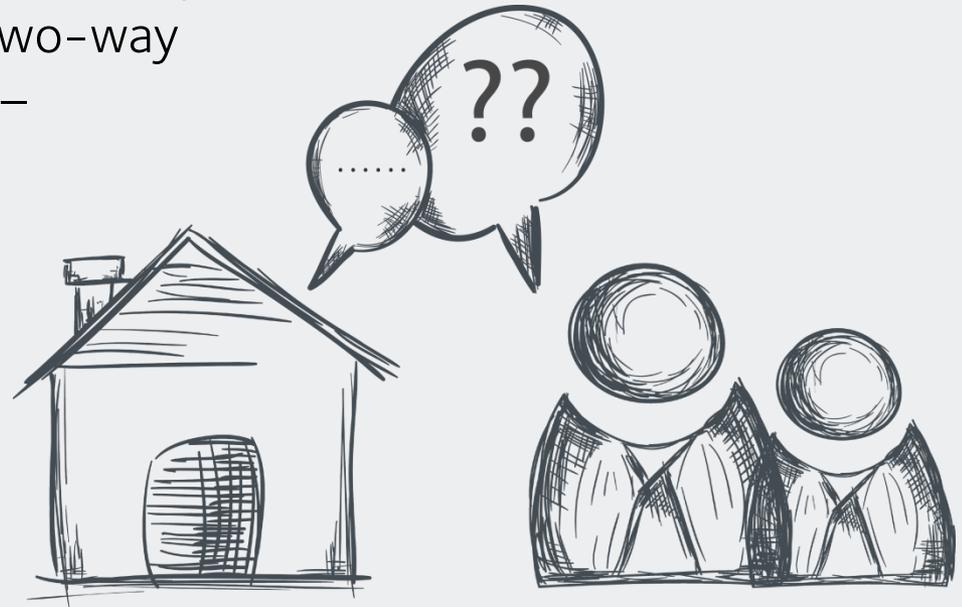
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gladstone
Health & Leisure
software for Life

Talk More

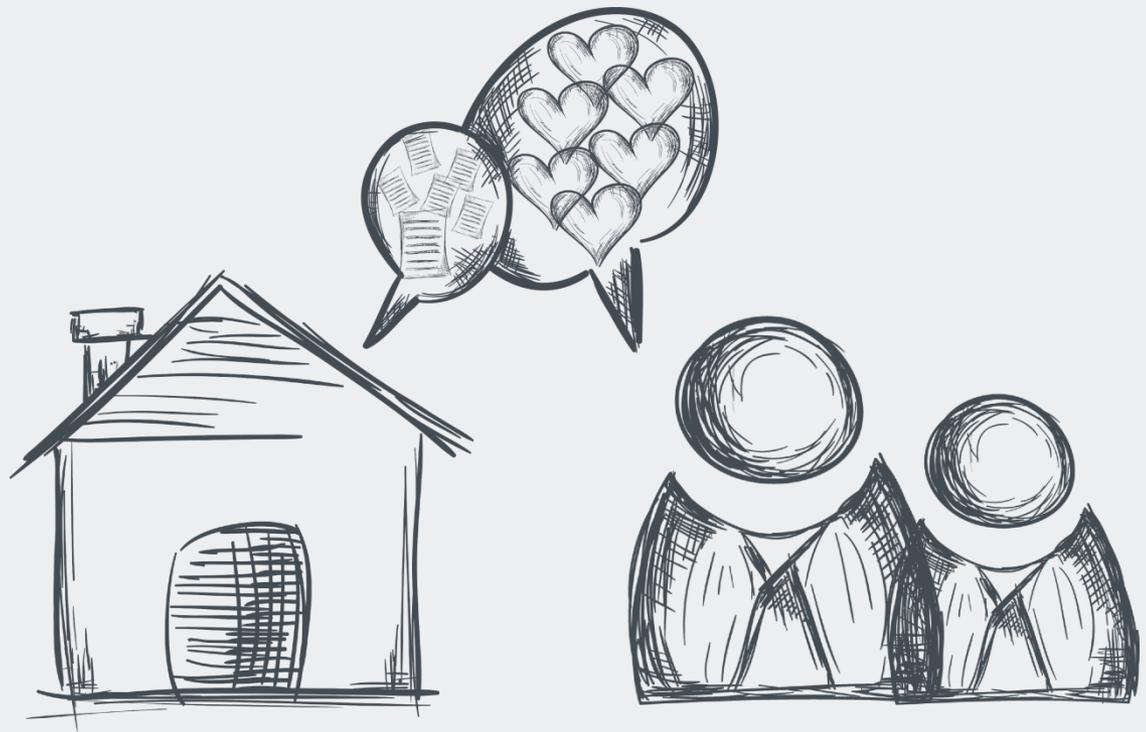
Back in the good old days (before email, SMS and social media) it was perfectly acceptable for gym managers to post out a members' newsletter every few months and say they were keeping in touch with their members.

Times have changed. Now, members expect real engagement and relevant two-way communication with their gym – and again, it all comes down to the software you're using.



The best gym member management software systems offer automated SMS and email communication that's based on a member's behaviour. Remind them of a booking, thank them for their loyalty, send them a birthday card and more – all without making a single phone call.

Excellent communication is the key to keeping your members close and improving your member retention.



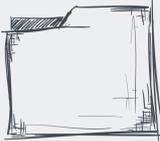
Client Connect

Great for...



customising perfectly to your businesses needs, no matter how big or small. Some of the many great features include organising and administering customer payments, monitoring client fitness progress, SMS reminders for classes and staff working hours.

The reporting...



fully customisable and can be exported into MS Excel for further analysis. The reports can show everything from customer payment history and stock levels to POS items.

The software...



has a distinct marketing focus. ClientConnect can capture enquiries and leads, and then manage the necessary communication to these people with targeted emails and SMS's. Providing the perfect platform to cross sell and up sell!

The support...



rich and plentiful, as ClientConnect have created a lavish suite of information to assist with getting the most out of their software. In addition, there is an Australian call centre that has a team of trained professionals to assist with any enquiries.

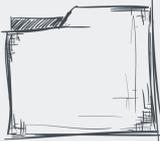
Eze Member

Great for...



getting back in touch with your members. EZe Member, by Platypus Software, is designed to assist gyms with managing and controlling everything from members personal and financial history, visits, attendance and diary bookings. It also provides you with mass email and SMS tools to make your members aware of upcoming news, promotions and schedules.

The reporting...



is one powerful little tool equipped with an amazing depth of functionalities – your business can access an amazing depth of functionalities with their Service Billing and Job Management System .

The software...



understands that no two businesses work the same. Therefore, their development team undertake specific customisations for each business. This means that users only pay for a portion of the development which then becomes part of the software.

The support...



is driven by Platypus's mantra – 'Software Made EZe'. They have a fantastic team of dedicated support personnel to assist with every step of the way. Training is provided online so you can learn when you need to.

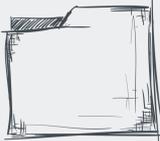
iGo Figure

Great for...



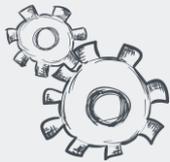
business management for studios, fitness & health centres and salons – everything from payment processing to members attendance, managing employees working hours and communicating with your members, it is all ready to go and super easy to do with iGo Figure.

The reporting...



provides a robust membership reporting capability for effective management, including membership summary, attendance trends, money management, inventory and member's birthday reminders.

The software...



can be accessed from anywhere (where there is internet connection) using the iGo Figure Web version. There is also no fuss software upgrades available and no extra installations required when using the iGo Figure Web version.

The support...

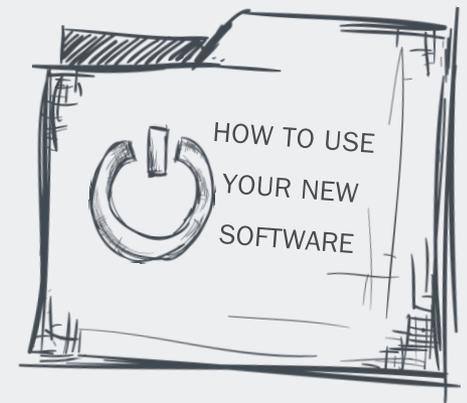


is impressive as iGo Figure provide help and assistance throughout your set up and installation. There is a free 24/7 training program and no per person license fees, as well as a number of educational and informative demo videos available online.

Your Software PT

The best gym member management systems will give you and your staff personal training sessions on how to use it. Choose a provider that has reliable phone or online training and support

In exactly the same way that a personal trainer can help you to reach your fitness goals faster, learning new software is also much easier (and you'll get better results) when you have a personal trainer there to show you the way.



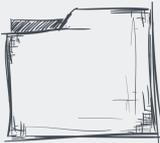
Gym Master

Great for...



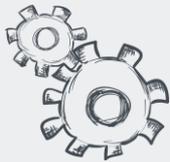
getting super organised. With Gym Master you can record and store member contact details, demographic information, transaction history and account details. You also have the ability to record member progress, such as class involvement, personal training sessions and their own personal development.

The reporting...



provides a full range of reports and information from existing and historical members that is useful for marketing such as demographic breakdowns, performance reviews and relevant indicators.

The software...



for members is cloud based and can be seamlessly integrated to your website, providing members the ability to sign up for classes, make edits to their memberships and payments all from their own computer.

The support...



is outstanding Gym Master's internal tech support team, can use temporary access to your account if there are any issues, so they can fix it immediately without you having to be present.

Great for...



unifying all areas of your business into one, easy-to-operate system. This allows you to concentrate on growing your business.

The reporting...



can be used to find information about different areas of your business as it consolidates all the different departments. This means that you can take a detailed look at what departments are doing well, and where to improve.

The software...



is oh-so-much more than just software, it is a web design service for businesses. In addition, intelliFITNESS's software can assist with your businesses SEO, newsletters and press releases.

The support...



will leave you well-trained and confident with using their software. And if you have any problems along the way – not to worry, intelliFITNESS have responsive customer service reps there to answer any questions.

On a final note

The best gym software is the one that streamlines your business, end to end. When it comes to staying ahead of your competitors, and delivering on the expectations of your members, finding (and using) the right gym member management system can mean the difference between being here today and being gone tomorrow.

www.ezidebit.com.au

