



ClubPlanner



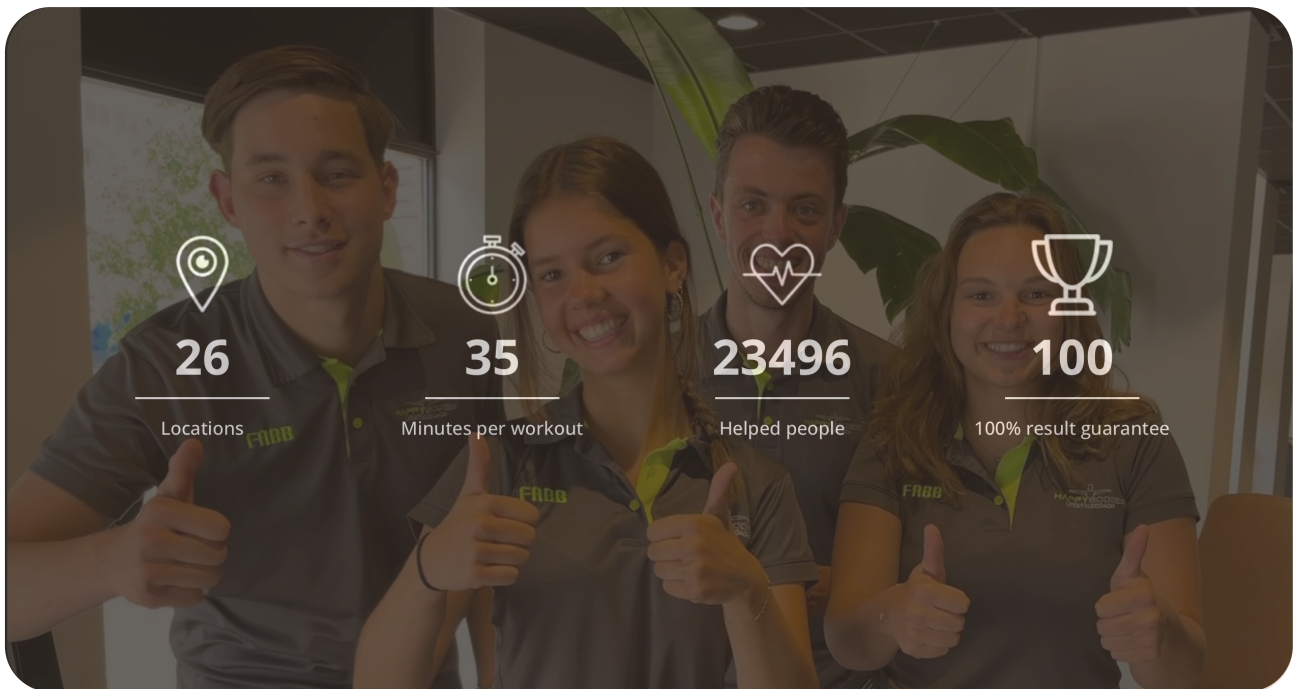
Reference case
ClubPlanner

HAPPYBODIES
— LIFESTYLECLUBS —



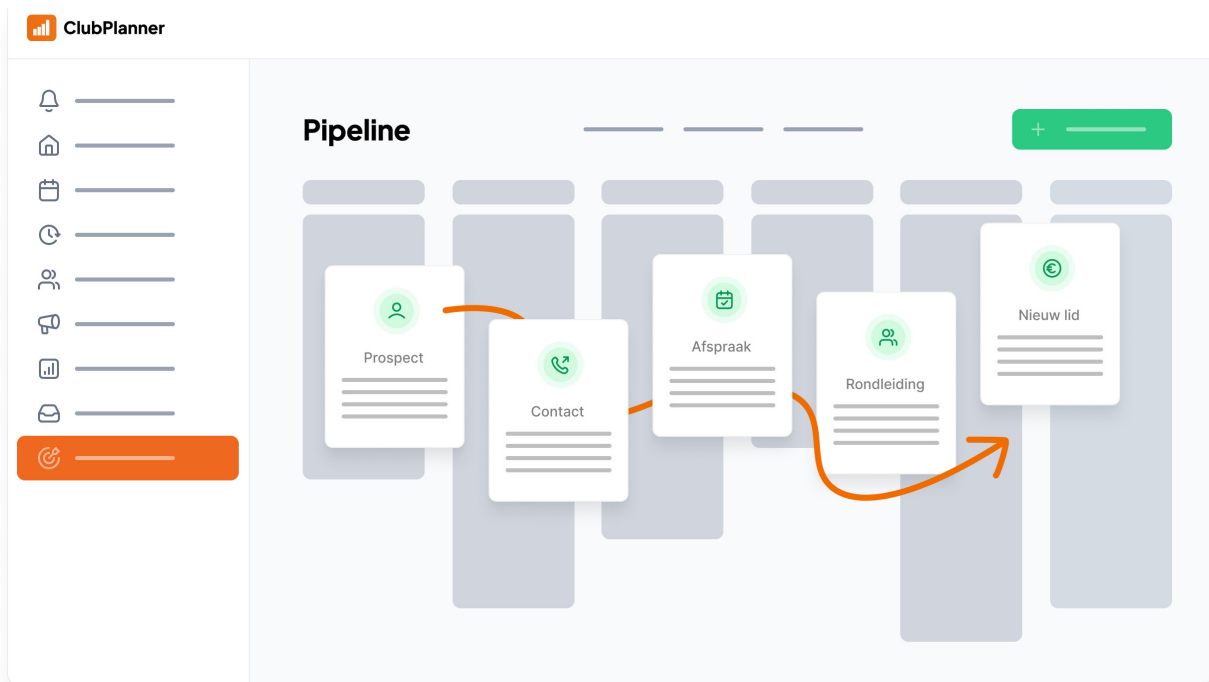
Happy Bodies, founded eight years ago in Amstelveen, the Netherlands, aims to help people who do not like sports and fitness to become slim and fit, or vitally old. Happy Bodies provides this in the premium segment with a proven training program, the Milon Circle, combined with unique guidance.





Switch to scaling

Happy Bodies has grown from one location to 26 locations in the Netherlands in recent years. With this growth came the need for advanced technology to improve the member experience and make operations more efficient.



From member to loyal: ClubPlanner's tactics

ClubPlanner, intelligent software for fitness clubs, plays a crucial role in the success of Happy Bodies. It allows them to optimize new member growth and member retention and offers advanced automation options. Collin Schouten, Operations Director of Happy Bodies, says: “ClubPlanner has helped us identify opportunities around member activation and retention by automating our communications with members. We have great examples of personalized emails and planning coaching conversations to keep members involved.”



Optimizing business strategy through data analysis

Collin continues: “The ability to provide detailed insights is one of the most valuable aspects of ClubPlanner. It helps us to manage sales in detail and to serve members at the right time based on visitor behavior and activity. This means that we no longer rely on ‘feelings’ or our own experiences, allowing us to work as efficiently and effectively as possible and win or retain more members.”

A good example is the sales return from lead to member. Thanks to ClubPlanner, we can see in detail whether we need to train our coaches in reaching the lead, making the appointment, having the member show up, or having the final conversation before concluding the membership. This will of course be followed by gaining insight into the upsell or obtaining references to further increase turnover.

Another good example is conducting evaluations of branches in different cities, which resulted in significant differences in member visit frequency. This level of data analysis allows Happy Bodies to continually optimize their business strategy.



How ClubPlanner helps club managers

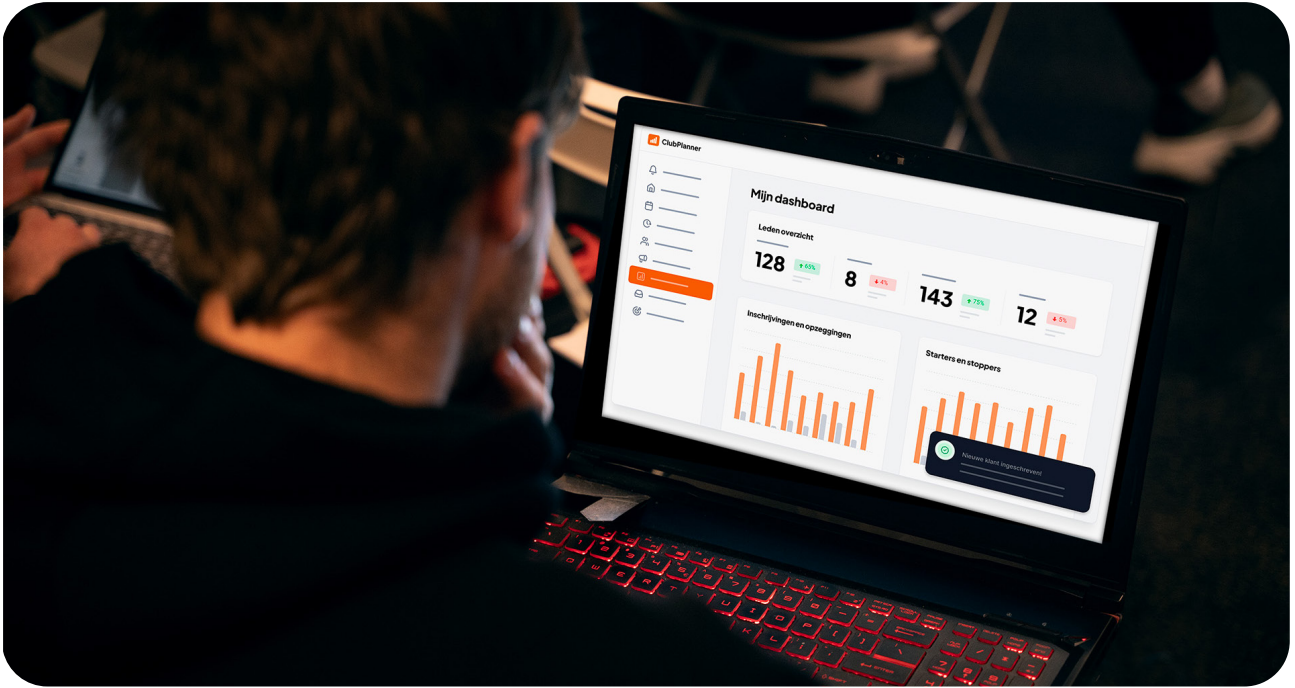
Collin emphasizes that ClubPlanner not only makes business operations more efficient but also results in remarkable savings in time and costs. Collin explains: “ClubPlanner gives us the data on how we keep members active and whether we work efficiently. From idea to concrete data, followed by results. For example, we have an automated activation procedure, a messaging module, and an advanced agenda system in which the coach can clearly and efficiently serve the members with what they need, based on the data from ClubPlanner. This means that insightful results are no longer a coincidence but a logical consequence of a good process!”

By working efficiently, the lifestyle coaches can focus as much as possible on the members. Collin estimates that this will save the entire organization at least 3 full-timers. The cost savings in time - and therefore money - are already efficient, but the result achieved in terms of turnover is even more important.



**“By using
ClubPlanner
efficiently,
we save up
to 3 FTE in the
operation!”**





Making data-driven decisions

Since Happy Bodies started using ClubPlanner 8 years ago, they have seen immediate improvements in their business operations. Collin says: “It enabled us to make data-driven decisions and manage our clubs more effectively. Despite our assumption that ClubPlanner was just some sort of “luxury calendar system,” we quickly discovered how valuable it is in contributing to our success.”

“For us,
ClubPlanner is
**the lifeline of
the organization”**



Inextricably linked to innovation

“Innovation in recruiting and retaining members has been an effective strategy from the beginning,” says Collin. He continues: “This innovation continues in the form of regular new features and improvements that ClubPlanner introduces.” With 26 branches in the Netherlands and expansion plans, Happy Bodies considers the collaboration with ClubPlanner to be essential. The system has made itself indispensable by optimizing member inflow, increasing the number of active members, and strengthening our sales returns. Collin says: “ClubPlanner is a critical tool in managing our growth and delivering the best service to our members.”

“Using ClubPlanner
we work towards an
increase in our active
members towards
**68% and a sales
return of up to 50%”**



Growth towards doubling of branches

The future for Happy Bodies looks bright. Collin says: “The focus for now is to build optimally profitable clubs so that we and the franchisees are happy. Collaboration with ClubPlanner is an essential part of building an organization that is as efficient as possible. From there we will see what the future will bring us.”

They distinguish themselves by targeting people who do not like sports and fitness with a unique approach to fitness to help them become slim and fit, or vitally old. In a market where several clubs are opening, Happy Bodies has found the combination of retention and sales that makes it progressive in the fitness market.



The indispensable key to success

Collin concludes: "Happy Bodies will remain associated with ClubPlanner and be part of our growth strategy, taking advantage of every new opportunity of automation and the advanced modules. For Happy Bodies, working efficiently and effectively is far from over, every day Happy Bodies wants to get one step better, in which ClubPlanner is a determining factor."

Do you also want to gain relevant insights and control over your processes and grow with your fitness club? Please contact ClubPlanner, or visit **clubplanner.com**.



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