

CASE STUDY

How digitized task management helps Fitness World perfect their member experience

Executive Summary

Fitness World was looking for a platform to standardize operations across their 184 clubs in order to achieve a member experience that was both consistent and compliant with HQ standards.

After partnering with YOOBIC, task execution has improved, and regional and field teams have gained the visibility they need to support each club and improve performance.

Fitness World's compliance with stringent COVID-19 regulations issued by the government has also improved.

“What we want to do at Fitness World is provide the best possible experience to all our members, and that was difficult to do when we didn't have one way of doing everything.”

Daniella Katic, Project Coordinator at Fitness World

FITNESS WORLD®

Industry: Gym

Company Size: 1,800 employees and 184 locations

YOOBIC solutions used:
Task Management

Main challenges:

- ✗ Unstandardized task management across clubs, leading to an inconsistent member experience
- ✗ Lack of regional and HQ team visibility into club performance

About Fitness World

Fitness World is Denmark's largest chain of fitness centers, with more than 470,000 members and 184 centers. Fitness World's vision is to enable as many people as possible to improve their health and lifestyle in an informal and cozy atmosphere - and at a price everyone can afford.

Challenges

Fitness World was running into two main roadblocks that stood in the way of perfecting their member experience.

1) No standardized way of completing daily and weekly gym tasks

Gym staff and club managers didn't have a single source of truth for daily and weekly task instructions and checklists. As a result, staff were completing tasks in different ways, triggering an inconsistent member experience across locations.

Gym staff struggled to find instructions that were stored on multiple platforms or on paper. And when it wasn't clear to staff exactly how they should complete a task, there was a risk they'd make up their own instructions - which may or may not be compliant with standards.

"What we want to do at Fitness World is provide the best possible experience to all our members, and that was difficult to do when we didn't have one way of doing everything." says Daniella Katic, Project Coordinator at Fitness World.

"You wouldn't have the same experience when you go to a club in Copenhagen as when you go to a club in Jutland."

2) Lack of visibility into club performance

Different ways of completing tasks left regional and HQ teams with a lack of visibility into club performance, no easy way of knowing which tasks had been completed, and not enough data with which to help struggling clubs improve.

All of this came to a head after COVID-19 forced gyms across Denmark to close. As the country's largest gym chain, Fitness World knew they'd be subject to intense scrutiny from the government, as well as frequent visits from the police to check up on club compliance with strict government regulations.

"It was difficult to manage a club as a regional manager, because you couldn't see if the tasks were done. It's difficult to manage people doing a task in 100 different ways."

After an in-depth analysis of the market, Fitness World chose YOOBIC to help them deliver the compliant, consistent and high quality member experience they knew they could achieve.

The YOOBIC Solution

With YOOBIC, Fitness World digitized all checklists, tasks and audits.

Gym staff now access tasks, view instructions and complete checklists on the YOOBIC app.

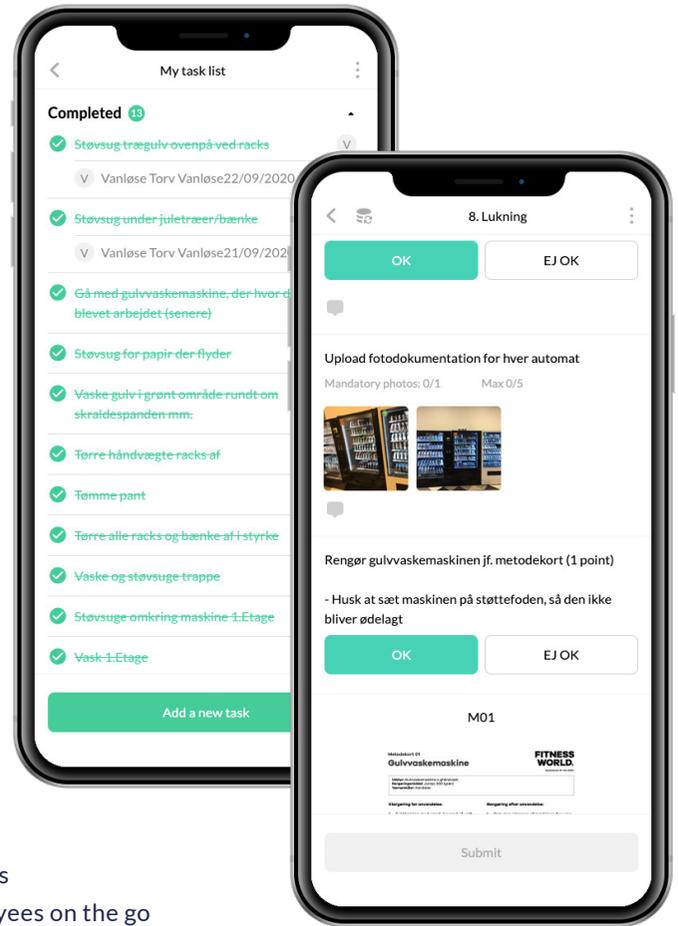
All operational data from clubs, as well as audit reports and scores, are pulled into dashboards that give field and HQ teams a real-time overview of performance across the club network.

With the help of the YOOBIC customer success team, Fitness World HQ began digitizing tasks and checklists early in 2020. However, the mandatory closure of gyms across the country meant that YOOBIC was rolled out on June 11th - the first day gyms were permitted to reopen in Denmark, and 2 months earlier than originally anticipated.

After just a week of preparation, Fitness World rolled out YOOBIC and received great feedback from staff across their locations. *“We couldn’t have reopened as effectively as we did without YOOBIC.”*

Why YOOBIC?

- ✓ **It’s mobile-first** and built specifically for frontline employees, like those working in busy gyms
- ✓ **It integrates with other systems**, like the e-learning system Fitness World uses
- ✓ **It combines tasks with instructions** in easily digestible formats like videos, photos and step-by-step guides, perfect for employees on the go



Results



increase in daily and weekly tasks completed within the first month of launching YOOBIC



club compliance rate with operational standards



daily, weekly and monthly tasks completed to date

The YOOBIC app has clarified task instructions for staff, so overall compliance with HQ standards increases.

This alignment and clarity has improved the quality of task execution across the board. As a result, it’s become much simpler for regional teams to complete their audits.

“Having YOOBIC for the daily and weekly routines has definitely made it easier to do the audits because there’s a better understanding of what we’re looking for, because everyone is doing the same thing in the clubs.”

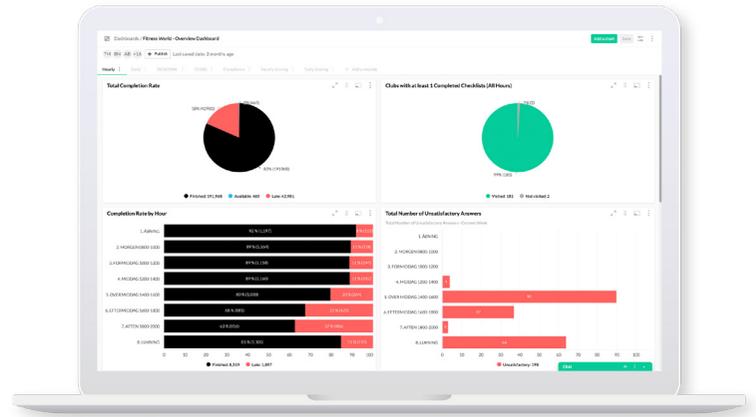
“Tasks are much easier to manage when we have the YOOBIC platform. Everyone is now aligned with what needs to be done.”

The real-time visibility that comes from digitizing task management has empowered regional teams to:

- ✓ Quickly follow up on tasks
- ✓ Better understand the needs of each club
- ✓ Fix issues before they become problematic

And with full visibility into the operational health of every club, HQ can make data-driven decisions that result in a better and more consistent member experience.

“When you’re leading people from a distance, it’s so important to have a tool like YOOBIC.”



YOOBIC has helped Fitness World HQ keep all staff in the loop during such a turbulent time for the fitness industry.

“What’s been important, specifically with COVID-19, has been to push tasks that are urgent, because restrictions from the government change very quickly from day to day. It’s been important for us to reach out to all district managers and regional managers fast, and that’s what YOOBIC has helped with a lot during this time.”

Before YOOBIC, it was difficult to make sure each club was compliant with HQ standards, as well as ensure that the all-important hygiene and sanitation rounds were being done consistently.

What’s next?

Although Fitness World’s focus over the last few months has been boosting compliance and standardizing member experiences, the team is keen to expand the use of the YOOBIC platform to make life even easier for gym staff, club managers, regional teams and HQ.

“What we’re here to do is be the center of a perfect member experience. We need to stand by our processes and manage our people better, and that’s why YOOBIC is the perfect tool for us.”

About YOOBIC

YOOBIC is an all-in-one platform that helps frontline employees of multi-site businesses such as gyms, retailers and hotels deliver the perfect experience across every location. With YOOBIC’s easy-to-use digitized task management app, perfect execution is easier for employees. Field and HQ teams have real-time visibility into each location - which means they can provide the support, coaching and resources to improve performance.

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