

# Checklist

## WHAT SHOULD YOU LOOK FOR IN A CLUB APP?

Selecting the right software for your health club or gym is really complex. Many products and solutions vie for your attention. Some even look good.

But, are they the right fit for you?

Do they have what you need to reduce your workload, improve member engagement and drive more revenue for your club/gym?

We're here to help.

Using our experience of working with 100+ health clubs and gyms, we have compiled a comprehensive checklist to make sure you don't miss anything important!

### CUSTOM BRANDING

Can you completely customize the colours and fonts for different parts and surfaces of your app?

Can you add your own set of icons with images and vectors of your choice?

Can you move options between menus and customize each page of the app with your information?

Can you have images, videos, features and descriptions for every department, class, service, product and instructor on the platform?

Can you choose your own landing page and upload marketing banners on the platform?



## BOOKING AND ATTENDANCE

Will your members have the ability to book specific equipment pieces such as stairsteppers, spin cycles, swim lanes, and more?

Can your members book on Mobile App as well as a Web App (especially useful for senior members)?

Will your booking policies be able to account for Membership Tiers and Limited Booking?

Will you have a highly diverse set of custom options such as 3 different types of waitlists, Booking, Cancellation and Late Cancellation windows, Booking and Cancellation Windows based on Membership Levels, Booking frequency limitations, and Attendance flexibilities etc .

Will you be able to put classes or summer camps or tennis clinics behind a paywall with purchases running through Stripe or Billing Company?

## INSTRUCTOR SUB AND PAYROLL

Is Ins Sub integrated with Group Ex solutions like Booking, Fitness Plans, and Virtual solutions in one app?

Can you manage the following with single-click actions: Substitute requests, find substitutes, track substitution progress and approve substitutes with single-clicks on a Mobile and Web App?

Will your calendar, payroll, and payroll reports update automatically?

## TENNIS

Can you set up court availability with ease?

Will your members be able to book a court and find and invite any partner at the club for a court booking using push notifications?



Can members find new friends/partners automatically using Tennis Ratings?

Can you plan Tennis Clinics wherein members book programs and pay for them on the app without any friction?

Can your members hire a tennis pro, pay for them and set up an appointment at a court on the app? And in that event, are commissions automatically tracked by the software?

Are your courts and availabilities managed automatically based on clinics, pro appointments and court bookings?

Can your Front Desk easily view and manage bookings, and create appointments?

Can tennis partners automatically split Court Booking charges?

Can Programs and Coaching sessions be charged for through Stripe or the Billing Company?

When hiring a Tennis Pro, can members pay for their training session? Does your app keep track of these commissions?

## MEMBER MARKETING

Can you target members on the basis of member details, tiers, bookings, check-ins and interests?

Can you send custom emails, push notifications and group posts from a simple menu?

Can your campaigns lead to a purchase page directly making your app work like a revenue generation machine?

Can you format your emails as you desire?



Can you pick from a growing library of email templates?

Can you track Analytics such as Open rates, Bounce rates, Trends, Comparison Charts that are not just limited to emails, but are also available for push notifications and group posts in the app?

Can you track which channel of marketing works better for your audience using channel comparison charts?

## FITNESS PLANS AND WORKOUTS

Can your trainers create custom Workouts and Fitness Plans with custom weights, rep counts and rest periods using over 400 exercises with videos and instructions on the platform?

Can trainers add their clients and assign Workouts and Fitness Plans to each client on the platform?

Can clubs price and sell these Fitness Plans and Workouts to all members on the platform?

Can trainers monitor a client's activity and send messages to them using the platform?

Can the app guide members through their workouts automatically?

## HIRE A SERVICE PROVIDER

Can members view information such as certifications and trainings, profile details and testimonials before going forward with a trainer?

Can members book and pay for a personal training session using the platform?

Can trainers create appointments for clients and send clients payment links for the appointment using the platform?



Can members track their sessions on the platform?

Can trainers easily show their availability on the platform and let members choose a desired slot?

## WEB APP

Does the solution include a Web App?

If yes, does it include almost all the functionality available on the Mobile App such as change Profile information, view group posts, view calendars, instructors and classes of every department, make bookings and cancellations, make purchases and track sessions, and view On Demand Videos?

## ONBOARDING AND SUPPORT

Is the Onboarding Process well-defined and documented?

What is the duration of the Onboarding Process?

What is the handholding done during the Onboarding process?

Have you met and evaluated the skills of the onboarding team?

Will the Training Plan and topics meet your needs?

Are there resources available for navigating the solution and training new staff?

What is the average issue resolution time? Is it less than 24 hours?

Is the self-help documentation sufficient to execute tasks on your own?



## INTEGRATIONS WITH OTHER SOFTWARE

Will you need to do data entry or any other manual work for setting up the software? If yes, what?

Will the member accounts be created automatically?

Do the member accounts sync every night?

## YOUR SOFTWARE STACK

How many member facing apps will you need with the addition of this new app or software?

How many times will you need to do Data entry, onboarding and training of your staff?

## CONTRACT

Is there a lock in period in the contract? Or can you exit anytime without penalty?

Is the product set modular? Can you choose the feature set or modules you need?

## NOTES



## ABOUT SMART HEALTH CLUBS

We are a Member Engagement Software for Health Clubs, which replaces 6 to 10 different software.

We help full-service Health Clubs supercharge member experience, revenue, and manage services.

Our solutions include Booking and Attendance, Instructor Sub, On Demand Video and Live Streaming, Nutrition and Fitness Plans, eCommerce, and Digital Marketing.

We are also strongly positioned to offer next gen services and integrations with the HealthCare and the Wellness industries.

