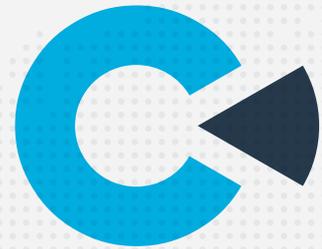


# Club Vitae Clayton



## The Problem

Club Vitae places the health, fitness and well-being of their members at the core of what they do. To ensure they deliver the best possible member experience, there are several operational processes and procedures they must adhere to on a daily basis to ensure they are delivering an optimal experience. These range from cleaning, maintenance, pool temperature checks, water tests, health & safety procedures and more. To ensure quality standards, they are externally audited each year by a national governing body. The challenge Club Vitae Clayton faced was that these processes were paper-based, time-consuming, manual tasks meaning staff were spending more time on administrative work rather than with gym members ensuring a great health, fitness and well-being experience.



**The Over-C platform has freed up a huge amount of my time. Rather than being overwhelmed in detail, I now have the data quickly to hand meaning I can make quicker decisions and spend more time on things like sales and marketing.**

Club Vitae Clayton Manager,  
Tony McGrath



## Our Solution

With Over-C's integrated SaaS platform, Club Vitae Clayton automated and digitised these operational processes, dramatically reducing the amount of time spent on administrative and manual tasks, freeing up staff members time to focus on delivering a great customer experience. With the Over-C platform, staff plan and manage their day-to-day workload via a simple-to-use application on their mobile device. They can track their performance, see what tasks are completed, due and missed. All data is available in real-time via a visual dashboard giving full oversight and transparency into gym operations. This helps staff and management make more informed decisions, track performance and analyse trends. All activity is logged and time-stamped giving a complete and auditable record, all at the click of a button.



## Freeing up time to focus on the customer and business

Since deploying the Over-C platform, Club Vitae Clayton has experienced dramatic time-savings. **Where previously it took over a week to compile an audit report on gym operations, they can now pull this report in minutes.** By automating and digitising their processes it has meant that Manager, Tony McGrath, is no longer stuck in administrative detail but can spend more time on strategic business initiatives that will drive revenue and business growth.

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## Enriched customer experience

One of the biggest benefits Club Vitae Clayton have seen is an improvement in customer satisfaction. With full insight and transparency into gym operations, it allows them to respond to issues quicker and even prevent issues from occurring as they have better visibility into what's happening in the gym in real-time as well as insight into performance and trends.

Since deploying the Over-C platform, they have seen an 88% reduction in customer complaints and an increase from 3 stars to 5 in online customer reviews.



## Eliminate false reporting and ensure compliance

Before digitising gym operations, Club Vitae Management found they were reactive versus proactive often discovering when something was wrong, not working or that a critical task was missed, when it was too late. As most of their operational processes were paper-based, it often led to false reporting which left management in the dark. Since deploying the Over-C platform, management have full insight into gym operations in real-time, receiving notifications when tasks have been missed or when issues occur allowing them to respond immediately. This gives management complete confidence that their records are 100% reliable, with all activity logged and time-stamped they can ensure they are compliant with regulations and standards.



**False reporting has been eliminated since deploying the Over-C platform. Where previously we struggled with compliance audits and almost failed some, this year we achieved the highest level, Outstanding, in the National Quality Standard Awards.**



## Staff morale, productivity and empowerment

Digitising their processes and empowering staff with technology has had a major impact. Initially management were worried that staff may resist the change or be slow to adopt. In fact, it had the opposite effect. Club Vitae Clayton staff now feel more empowered, invested and can see the contribution they make to the overall business.

"The application gives staff direction, guidance and support to help them do the best job they can. It helps to drive and improve performance and reward those over-performers who are smashing their KPIs as well as help those who may be struggling or not performing".

The platform has led to improvements in communication, collaboration, productivity and organisation. **It's resulted in a significant increase in staff satisfaction having achieved 97% in their 2019 staff satisfaction survey compared to 76% in 2018, the highest across the entire group.** The main improvements that staff shared were feeling they could make a real difference, improved communication, having more of a sense of ownership and being rewarded and receiving positive feedback on their performance.

Tony McGrath, Club Vitae Clayton Manager, shared that the platform has also helped with staff onboarding. "For any new staff members, the first thing we do is get them up to speed on the Over-C platform on their first day. This has dramatically improved the speed to which they onboard and become productive as it helps structure their day and keep them on track".



Over-C provide high-footfall, high-risk and high-output venues and facilities with a digital platform that enables real-time decision-making in the areas of cost control, compliance and the customer experience. All activity is monitored in real-time via a visual dashboard; and reporting is by exception – giving total transparency of frontline operations – but without overwhelming people with detail. This enables executives to achieve cost efficiencies by making smarter decisions about how best to deploy frontline resources; and ensures they are fully compliant with all relevant regulatory requirements and able to deliver an optimal customer experience.

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