



CASE STUDY

WORLD GYM



xplortechnologies.com



ABOUT WORLD GYM

Known as an institution of the fitness world, World Gym is one of the **most recognised gym chains** on the planet. The footprint has expanded in Australia with 30 gyms in locations across New South Wales, Queensland and Western Australia. While World Gym's legacy has the bodybuilder in mind, the portfolio has **vastly expanded** with classes designed for all fitness levels and types.

World Gym also has a **diverse offering**, targeting their services to both male and female members, with the ratio moving towards 50:50 male / female (currently 59:41).

WORLD  **GYM**

THE SEAMLESS INTEGRATION OF XPLOR WITH YOUR ORGANISATION

For World Gym Australia, Xplor offers a **unique gym management software solution**, providing a well rounded end to end offering, allowing their team to concentrate on their **passions in the fitness industry**, rather than the administration associated with it.

The **seamless integration** between software and billing solutions Clubware and Debitsuccess allows World Gym Australia's facilities to operate **billing and customer relationship management** in an efficient and effective manner.

The management team at the franchise work closely with development teams at Clubware and Debitsuccess to ensure they have the most up to date and efficient features in place for their customers - most recently with a **World Gym branded app**, where members could book a class with their local club from their phones.



XPLOR IS ALWAYS THERE

Following the unforeseen effects resulting from COVID-19 impacting Australian fitness clubs in early 2020, World Gym Australia was able to utilise Xplor's services to **connect with their members**. From updates on local government restrictions, to providing support to existing members, communication played a vital role in connecting with members throughout this period.

In preparing the business for growth post COVID-19, World Gym Australia was able to glean **key insights** from Xplor to better develop and plan for recovery. With COVID-19 restrictions in place, the softwares enabled World Gym Australia the ability to **recruit members** without risking close contact. Upon re-opening, they utilised Xplor's services to take **class bookings**, ensuring they were able to stay within the maximum participation limits. In some clubs across the franchise network, Clubware was also used to manage club entry to maintain capacity restrictions.



ENHANCING BUSINESS PRACTICES WITH XPLOR

World Gym Australia is uniquely positioned in the Australian market, offering a retail service alongside their fitness clubs. **Clubware is used extensively** by the company to manage inventory, and run the retail stores from their clubs. This business offering has allowed the franchise to **diversify their revenue** stream for their fitness clubs.

PROVIDING YOUR MEMBERS WITH MORE

The services fitness clubs provide their members **differentiates them from their competitors.**

Physical safety is incredibly important for the industry, especially fitness clubs operating in the late evening and early morning. Utilising Xplor's software to introduce an **access control system**, World Gym Australia has moved to a 24-hour operation, with unstaffed hours, allowing their members **greater access to their services.** Xplor has also been able to support World Gym Australia in providing **safe storage of their data** for their members, something members often take for granted.

Another often overlooked but invaluable offering, is **accessibility across locations.** World Gym Australia utilises Clubware's cloud services to offer their members a national solution for accessibility franchise-wide. When members find themselves moving to a new area, whether that be a new suburb or state, they are comfortably able to stay within the company, with the simplicity of just visiting their local World Gym franchise. With **reporting tools** highlighting that members are travelling across World Gym Australia sites nationwide, the company has continued to **improve uniformity across the group** and ensure the experience their members receive from branch to branch is consistent.



CHOOSING SUCCESS FOR YOUR BUSINESS FROM BEGINNING TO END

Xplor works closely with World Gym Australia to ensure that the services used are **advancing their business** and product:



Ease of acquisition

“We are able to simply send a link to a member to have them sign up without having ever stepped foot in the club.”



Customer safety

“We have confidence in the security of the system to ensure our members' details are protected.”



Communicating with members

“Automated correspondence in both Clubware and Debitsuccess allow us to keep in touch with new and old members, keeping them engaged in our product.”



The insights

“Reporting is very robust in the Clubware and Debitsuccess environments. In addition to this we have the option to create custom reports that can be built to what we need.”



WORKING WITH XPLOR

Xplor has been working with World Gym Australia from the very start. Their **software and billing solutions** Clubware and Debitsuccess, have been fundamental in the **growth of World Gym** Australia from launch to the club's current and rapidly increasing **expansion across the country**.

With the need for many systems and processes revolving around the gym's continuous innovations, the World Gym Australia team attributes much of the **operational success** of the company to Xplor Technologies, which in turn has contributed to the **growth of the chain**.

From the ease of acquiring members, to communicating to the membership database when closed throughout COVID-19 (allowing them to **open with more members** than they closed with), Xplor Technologies has and continues to play an integral role in the running of World Gym Australia.

World Gym Australia sees Xplor's role in their growth as a business in Australia as fundamental. Despite being offered time and time again the opportunity to work with other organisations, the franchise continues to value the ROI and customer service **experience Xplor** provides their organisation.



Xplor Technologies thanks our trusted partner [World Gym Australia](#), for its contributions to the development of this case study

AMANDA FRASER

CHIEF OPERATING OFFICER | WORLD GYM

I am a Chief Operating Officer that loves working with Franchisees to help them understand our brand and where we are taking it. I constantly work on the growth of the company and improving our processes to better support our franchisees and our customers.

After 14+ years with World Gym I have been through it all. I feel passionate about the brand and what it has done for the fitness industry in Australia. I am motivated to support the team around me so we can all achieve, whilst constantly learning.



Together, we **supercharge** success.

At Xplor we **help businesses succeed** by giving them the software, payments and commerce-enabling solutions they need to thrive.

We know our clients and partners because we once were our clients. We understand their industry, customers and **unique goals**, so that we can help them overcome obstacles and leave a **lasting legacy**.

THE FUEL TO GO FURTHER

xplortechnologies.com

Want to know how **Xplor** can **supercharge** your fitness business?

[Get a walkthrough](#)