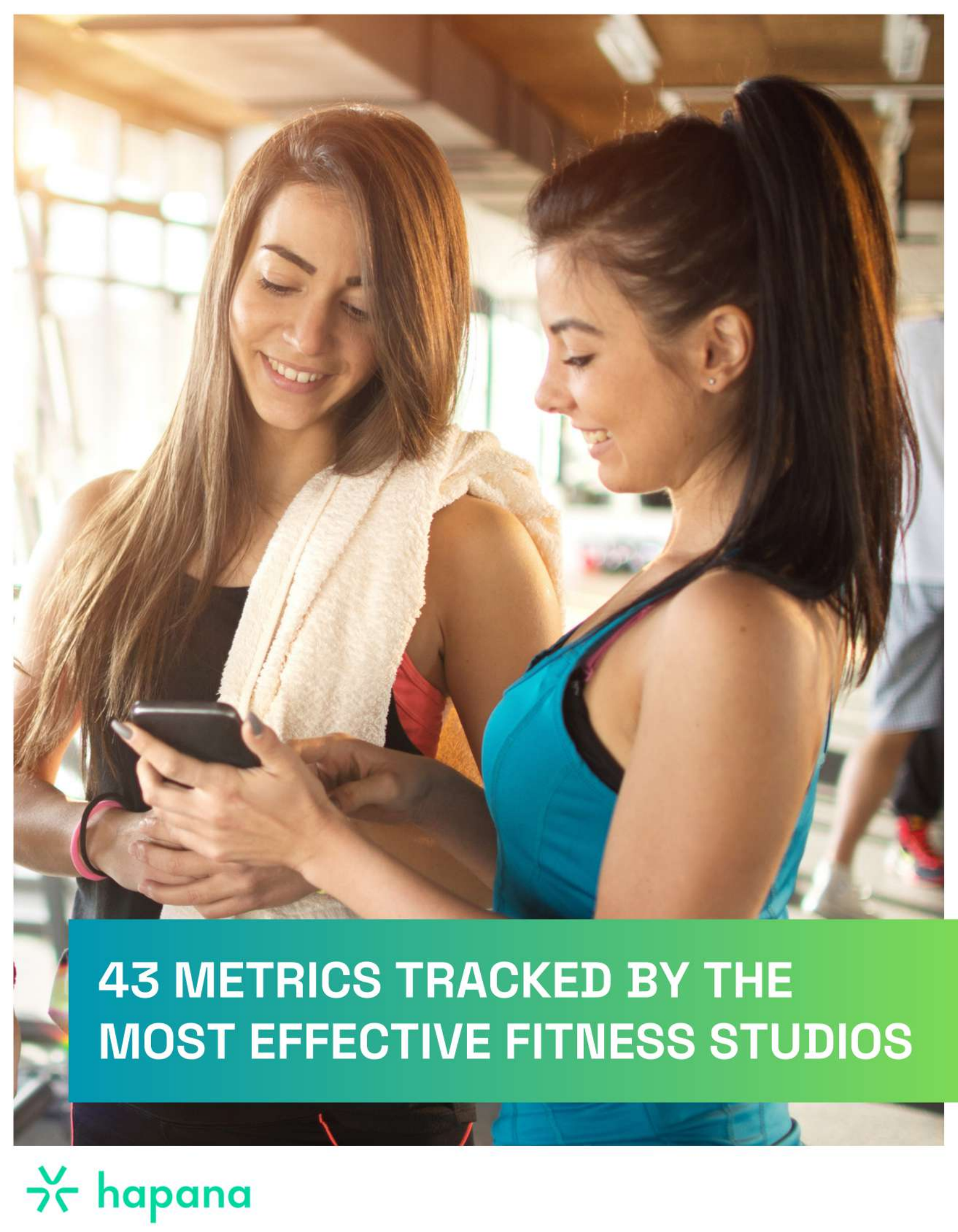


A photograph of two young women in a gym setting. The woman on the left has long brown hair and is wearing a black top with a white towel draped over her shoulders. She is holding a black smartphone. The woman on the right has dark hair in a ponytail and is wearing a blue tank top. They are both smiling and looking at the phone. The background is a bright, modern gym with large windows and wooden beams.

**43 METRICS TRACKED BY THE
MOST EFFECTIVE FITNESS STUDIOS**

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SALES

Reports > Location Summary with KPI

March 2018 to April 2018

All locations

Download

	Nov 17			Out 17			Sep 17		
	Act.	KPI	Ave	Act.	KPI	Ave	Act.	KPI	Ave
Active members	220	220	220	220	220	220	220	220	220
Active members Average attendance / Check in	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80	1.80
New members	30	30	30	30	30	30	30	30	30
New members Average attendance / Check in	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40	2.40
Sessions	200	200	200	200	200	200	200	200	200
Attendees / Check-In	500	500	500	500	500	500	500	500	500
Utilization	50%	50%	50%	50%	50%	50%	50%	50%	50%

Clients per staff

One great feature to have access to is a report to quickly identify the clients of each staff member. This can tell you a couple of things. First, you can see how well the trainers are performing, and who may need some additional support to build their client base. This report is also useful for personal training management. If you have a PT Manager role, they can utilize this report for training and

development of their team members as well.

All leads

Printing a report with all your leads and their primary information can be a simple and direct way to distribute leads to your sales team for follow-up calls. Having them all visible on paper is a great ensure no lead is left behind. This report can also way to

be used to gain more insight into the demographics of your leads in order to improve your targeting in the future.

Intro offer conversions

When it comes to analyzing your sales methods, this report is critical. You can identify which introductory offers are converting at the

SALES

highest rate. Having this insight can help you plan for upcoming promotions. For example, maybe an ease-of-entry offer like \$1 enrollment worked best but did not provide the cash intake you had hoped. This information can help you determine the length of time to offer such promotions in the future so that you can reach both cash and EFT goals.

Days to sign up

In this report, you will get to see exactly how many days it took a lead to convert to an active client or member. Using this valuable metric, you can evaluate your club's sales performance. Not only will this allow you to find training opportunities for your sales team, but you can also identify promotions that converted the quickest. Since it is a well-known concept that aged leads become increasingly less likely to convert, this report can be key to your sales success.

Lead sources

Without knowing the source of your leads, how will you know the

Dashboard



best way to spend advertising dollars? Having a user-friendly report of all your lead sources will tell you exactly that. While digital marketing is easier to tag and categorize, it is also important to train your staff to ask leads for their source for call-ins or walk-ins. “How did you hear about us?” can be the best question to make sure your team uses every time. This will ensure the most accurate results on the report for your feedback.

Average transaction per client

This report gives you knowledge of what your members and clients are spending with you. It factors in their total spend, then breaks it down to an average per transaction. This can be a great tracking tool for the success of your business. If you notice your average transaction has declined, this can have a serious impact on your bottom line. It is important to monitor this number and quickly identify a reason and solution is this does occur.

Client on memberships

You can access this helpful report to see which personal training clients have active memberships. Since many health

SALES

clubs and studios have policies in place where their personal training clients are required to also have memberships, this can be used as a check and balance to confirm they do. Few exceptions should be made to any policy put in place to prevent customer service issues, so it is important to get them set up on memberships if that is your policy

.

Client not on membership report

In the opposite report of clients on memberships, you can run this report to pull a list of exactly which clients do not have memberships. If you are requiring all clients to maintain memberships, this can be utilized to quickly identify who does not and get them set up. Since the client's trainer often has the best relationship with them, you may ask your trainer to discuss this with the client and get it resolved.

Membership details

This detailed membership list includes all active, pending, suspending, canceled, complete and scheduled memberships. It covers all possible membership statuses, which can be beneficial to see in one report. This shows you the ratio of active to canceled memberships. If memberships are pending or suspending, you can have this information handy to look into each one and determine how to get them back to the active status. If you have many canceled members, you can also use this report as a means to reach out to them to invite them back!

Net revenue details

The success of a business revolves around its profits. Keeping a close eye on your net revenue is one of the quickest ways to get your business in the black. A neat feature of this report is the ability to see what you are netting per each transaction. This welcomed tool allows you to see which type of transaction lead to the most profits, so you can focus in on those with your team.

Memberships expiring

What's not to love about renewals? An already happy and loyal member recommits to you for a certain amount of time, with a relatively simple sales process. While many offer automatic renewals and eliminate the need for this step, this is not always an option. Some states do not permit automatic renewals, and some members paid in full for a year in lieu of a monthly commitment. Regardless of the situation, having a report of upcoming memberships set to expire provides a way to not miss any renewal!

Projected revenue

Having the ability to plan for upcoming revenue can help you map out your future business goals. There is a multitude of reasons to know what to expect for your projected revenue. Perhaps you want to spend on a new piece of equipment and need to see which is the best month to account for the extra expense, or maybe you want to see if you are on track for quarterly or yearly revenue goals.

Sales by service

If you want to see an overview of your sales categorized by each service, this is a great report to review. You can identify which profit centers are performing best,

SALES

 Dashboard

 Reporting

 Leaderboard

Reports > Location Summary by Month

	Nov 18	Oct 18
Active members	220	220
Active members Average attendance / Check in	1.80	1.80
New members	30	30
New members Average attendance / Check in	2.40	2.40
Sessions	200	200
Attendees / Check-In	500	500
Utilization	50%	50%
First visits	10	10
Gross revenue	\$2,000	\$2,000
Recurring revenue	\$2,000	\$2,000

and see the flow of success of different services offered. This is another great report to use for staff training, so your team can have a greater understanding of how important each service is. In some cases, you may have dedicated managers for different departments.

If so, you can use this to break down department goals and overall team goals for each supervisor to work on together.

Revenue history

Your accountant will appreciate this handy report!

It is important to have the ability to see all revenue in one centralized spot. Being able to filter all revenue by a certain date range can be quite helpful for accounting purposes. You can also benefit from this metric for the training and development of staff. Providing this report as a form of feedback to your manager, for example, can allow you to zero in on some areas of improvement. Perhaps sales drop off altogether on the weekends, a common problem in the fitness industry. Reviewing this data with your manager can get you both brainstorming on ideas to increase weekend activity.

Refund history

Since refunds have to be backed out of revenue for an accurate total, this report can come in handy. If you notice that you are having a significant amount of refunds, this could be indicative of a bigger issue. Perhaps someone on your team is not presenting information clearly or accurately, causing a need to process a refund later. Maybe your sales team

SALES

is relying on a closing method of convincing people to join with the 3-day cancellation clause. Not only is this a weak method, but it also ends up costing you money in the long run. Your staff is taking the time to process paperwork, not once but twice, when the person signs up and when they cancel within the 3 days. In some cases, you are still billed a small credit card processing fee too, depending on their policies. You can take preventative measures with extensive and ongoing sales training. However, this report can also be used to identify these types of issues.

Month to month summary

Month to month memberships can be a controversial topic in the fitness industry. On one end, savvy consumers have gotten away from long term commitments, and month to month memberships can be a necessity to grow your membership base and remain competitive. From another view, you may rely on 12 or 24-month paper in order to feel secure in your upcoming months of billing. Regardless of your vantage point, this report can allow you to see the history of all revenue generated via month to month memberships. Having this tool handy allows you to review the success of month to month memberships, see how long they typically stick around and make important decisions on what types of memberships you will offer in the future.

Discounts

Many people are overjoyed by the concept of a discount, and hate to pay retail prices for anything. Fitness centers often offer first-time visitor incentives, where prospects receive a discount for joining on their first visit. Many clubs also offer discounts for certain promotional periods, such as the last few days of the calendar month. Another form of discounts can be for certain groups or employees of certain companies. For example, you may offer a discount to all local law enforcement or educators. You may also have relationships with nearby large corporations, where you provide anyone who works

there with a special discount. The reasons to have discounts are plenty, and this report can help you manage them all.

Promo code usage

What promo codes work best? Are there any old promo codes still working that may have slipped through the cracks? This report can answer those questions and provide insight and direction into how advertising resources are allocated. Since referrals can be tracked through promo codes too and referral-driven promotion is at an all-time high in the modern era, tracking new business that is acquired through referrals is as important to the bottom line as it has ever been.

Session credits remaining

In order to plan for renewals of personal training packages, you can benefit from this report displaying the number of credits remaining in all packages. Once your clients have only a couple remaining, this can be a great time to remind them about renewing and plan for it. Active trainers can use this report to know exactly when it is time for renewal. It can also alert them of inactive clients that need to use their sessions before they expire.

SALES

Revenue used report

This report is similar to the session credits remaining, but instead of credits, it provides the actual amounts of revenue used from training packages. For example, if your client bought a \$2,000 personal training package and has used half the sessions, you will see that they still need to redeem the remaining \$1,000 worth of sessions. This can be helpful for planning purposes as well.

Expired session credits

Setting a policy where sessions expire can be tricky. Some type of expiration must exist, but you want to set realistic expectations too. You also want to ensure that the clients are aware of their expiration, and be courteous to give them some type of reminder before they expire. Sure, that is payroll money being saved if they do not redeem the sessions. However, this can create resentment from the

client as well, and possibly bad press. This report can give you access to sessions that have expired and were left unused. If you can come up with a plan for reaching out to clients with expired sessions, this is a great list to use for outreach. One approach is to offer some type of discount if they were to come back and renew in order to turn them into active members again.

Dashboard

Reporting

Leaderboard

Reports > All Members

All locations

Custom filter

Download

S. ID	Full name	Email	Phone	Status
123	Amelia Edwards	useremail@onefitstop.com	(00) 0123456789	Active
456	Gunther Ackner	useremail@onefitstop.com	(00) 0123456789	Active
789	Kobus van de Vegte	useremail@onefitstop.com	(00) 0123456789	Active
123	Frank Boehm	useremail@onefitstop.com	(00) 0123456789	Active
456	Ishaaq El Vohra	useremail@onefitstop.com	(00) 0123456789	Active
789	Linzell Bowman	useremail@onefitstop.com	(00) 0123456789	Active
123	Naseema Al Morad	useremail@onefitstop.com	(00) 0123456789	Active
456	Núria Moura	useremail@onefitstop.com	(00) 0123456789	Active
789	Pedro Amorim	useremail@onefitstop.com	(00) 0123456789	Active

RETENTION

All alumni

Sometimes reaching out to your canceled members and clients can be a great way to get them back. Perhaps you put together some special “we want your back” offer with a custom discount, or you simply want to include them on your current promotion. Especially if you are confident that you provided an excellent service while they were active, using this report of all past alumni and their contact information can be beneficial to bring them back into your fitness family once again.

Birthday reports

Everyone wants to and deserves to feel special on their birthday! Generating monthly birthday reports can be a simple and fun way to interact with your members. Perhaps you can mail them a card, or send them a special birthday offer or branded item. For example, if you have a juice bar, you can give them a free smoothie that has to be redeemed within a certain time frame. If you have branded merchandise, you can give them an item like a t-shirt or a small gift card to use towards a purchase. Not only are you brightening someone’s day, but you are also creating more activity since they will need to visit the club to redeem it.

Additionally, you are creating more branding opportunities through spreading brand awareness via merchandise.

Clients absent

In this report, you will be able to identify clients who have been absent for at least two weeks. This is a good time to reach out to them in an attempt to see what you can do to get them back in the club. It may be helpful to explore different methods of outreach to see what works best for your specific clubs. Perhaps a quick text to say we miss you, or an email offer to bring a friend will motivate your members.

First visits

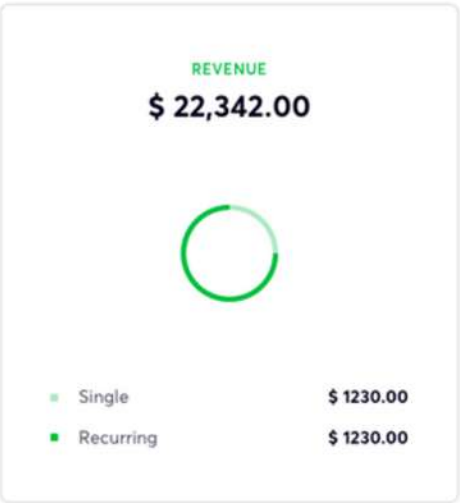
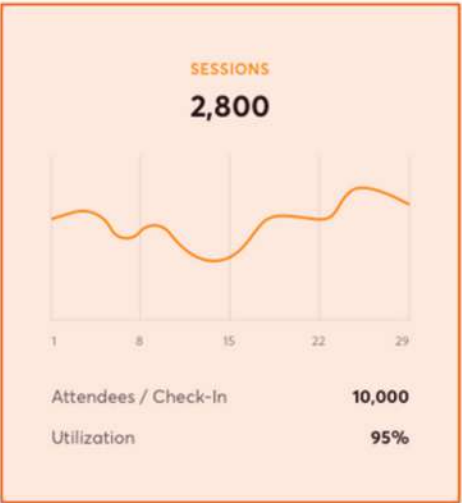
Pulling a list of clients who have attended their first session between the filtered date ranges will give you feedback on how your member onboarding process is going. Engaged members are loyal members! If you are seeing them come in for their first visits right away, this is usually a good sign that your team members are working diligently to get members involved in the programs immediately. If they join and have not yet visited or there is a long gap between joining and their first visit, this can be a sign that you want to focus in on your member onboarding process.

RETENTION

Dashboard

This week

All locations



Client lifetime

What is the length of your average member? Knowing this number is crucial, especially if you are preparing financial projections. You can also gain insight into why your members only last a certain amount of time, thus helping to improve member retention. Many gym owners opt for writing term memberships to avoid the drop off after a few months, but this is not always the solution. In an ideal situation, you can figure out

what it takes to keep your members satisfied and active so they stick around for the long haul.

Client retention rate

Without good retention rates, your club is at risk of becoming a revolving door where members are leaving as quickly as new ones are coming in. Keeping your members engaged and satisfied is the key to retaining them, and checking these rates consistently will let you know where your

club stands retention wise.

Client check-in

Another option is to see this list of all client check-ins over a certain date range. This can be an invaluable tool to use to review client activity and promote member retention by its ability to track usage. Additionally, this report is one way that members can be engaged when they request a copy of their usage report for their employer-reimbursed memberships.

OPERATIONS

Payroll

Being able to easily and quickly access payroll information is crucial to a smooth operations department. Payroll should not be a lengthy and time-consuming process. Whether you have W2 or 1099 staff, hourly or salary employees, a strong system for tracking and reporting payroll can save you precious time. With clear and straightforward records, you should avoid the headache of ever having a discrepancy on pay. Furthermore, if your team members need to access their own records for proof of income purposes, they should have the ability to easily print them via this user-friendly format without having to go through you.

Session per staff

Knowing the number of sessions being set per staff member is a useful tool. From a group training aspect, this can also help you or your managers with scheduling details. It can serve as a check and balance for payroll numbers as well. Furthermore, it can help with how you manage your PT Manager. If you have a PT Manager role and you are wanting to ensure they have time to perform managerial duties, you may decide to limit the number of sessions they can take themselves. In this case, you can run this report to ensure they are not taking too many or too few sessions. To help this person hold themselves accountable, one approach would be to set up a process where they run the report and submit a copy to you weekly or

bi-weekly along with a summary of what they worked on for the week. Finding the right balance between what the PT Manager does themselves and what they delegate and manage can be tricky, so having a process in play to keep this on track is crucial so it doesn't sway too far in one direction or the other. This simple report can serve as a helpful way to set that up.

Staff utilization

“Utilization summary per session for staff”

Client login count

This report is centered around usage. You will be able to see how many clients logged in the last 30 days, which can help you determine the flow of how busy you will be in certain months and prepare for in future months or years. Additionally, you can see when clients have started to become inactive and reach out to them in some way to get them coming in again.

Late cancels

Most health clubs have some type of system in place for cancellation policies.

OPERATIONS

Whether you require 24-hour advance notice to cancel, or just a few hours prior to their session, being able to tag when they are late can be useful. If you have a client with habitual lateness, you may ask your trainer to speak with them directly about it and offer some help finding a time slot that works better.

New clients

It can be helpful to have the ability to quickly pull a list of new clients. Your purpose may be to review the success of the month, or it may be to reach out to them to thank and welcome them. No matter what your reasoning, being able to easily access this information is a necessity.

Member movement

From time to time, you may want to access a list of all credit changes over a filtered date range. This type of report can be used to review both billing information changes, as well as billing amount changes. If you are experiencing a lot in either, this may be indicative of a bigger issue. Lowering your monthly dues is never a good idea. However, if you are seeing an increase

Reports > Location Summary by Month

📅 March 2018 ▾ to Ap

	Nov 18	Oct 18	Sep 18
Active members	220	220	220
Active members Average attendance / Check in	1.80	1.80	1.80
New members	30	30	30
New members Average attendance / Check in	2.40	2.40	2.40
Sessions	200	200	200
Attendees / Check-in	500	500	500
Utilization	50%	50%	50%
First visits	10	10	10
Gross revenue	\$2,000	\$2,000	\$2,000
Recurring revenue	\$2,000	\$2,000	\$2,000

due to members upgrading, this can provide playback of how many upgrades you got in a certain time frame. Tracking this can give you insight into what works best to encourage upgrades. As far as billing information changes, seeing a lot of changes can be positive or negative. The pro is that your members are changing their info and not defaulting on a payment. The con is that this might indicate that you should be getting more direct bank draft information, and less credit or debit cards since these are changed more often.

Daily schedule

You or a manager should be prepared daily for what to expect that day. This summary of all sessions, classes, and workshops for a selected date can help you accomplish exactly that. You can also use this report to do confirmations of clients who have booked. If there are any important announcements you want to have your instructors or trainers share that day, you can also see at a glance who needs this information. Since you can select which day, you can also better prepare for your schedules in advance and

OPERATIONS

ensure you will have the right coverage.

No shows

When clients do not show to a session that they RSVP'd to, this can create some operating challenges. Depending on your policies, you may get stuck paying a trainer or instructor even though they had people no show. Having this data can help. You can identify if you need to set more solid appointments, or if you need to have a system in place for confirmations and reminders. You can also see if there are any members not showing up regularly, and address this accordingly.

Recent attendees

If you are looking to review recent activity, this useful report counts the number of clients that have attended in the last 15 days. This is quick enough to identify a slope and determine why and how to correct it if there is an issue. However, a slow week may be simply due to a holiday or other popular event in the area. If you notice on a yearly basis, a lot of your members seem to skip out for a local event, you can plan ahead the following year to see how

you can get involved and have your branding seen at that event. Since payroll is often done bi-monthly, this can also be used as a check and balance for comparison.

Attendance by session type

Having a strong knowledge of your best-performing classes or sessions is crucial for member satisfaction. You want to be able to add more of the most popular ones as the demands increase, or remove under-performing ones when needed. This report can help you stay engaged in the ebb and flow of attendance, and be one step ahead to meet your members' and clients' needs.

Attendance summary

Reviewing an attendance summary allows you to identify what your prime hours and days are. This is exceptionally important data in order to best serve your members and provide top notch service. Having this knowledge provides insight into how to best prepare your schedules. A schedule where your best team members are there during your busiest times and they are not short-handed is ideal. Conversely, being

unaware of this information can create customer service issues.

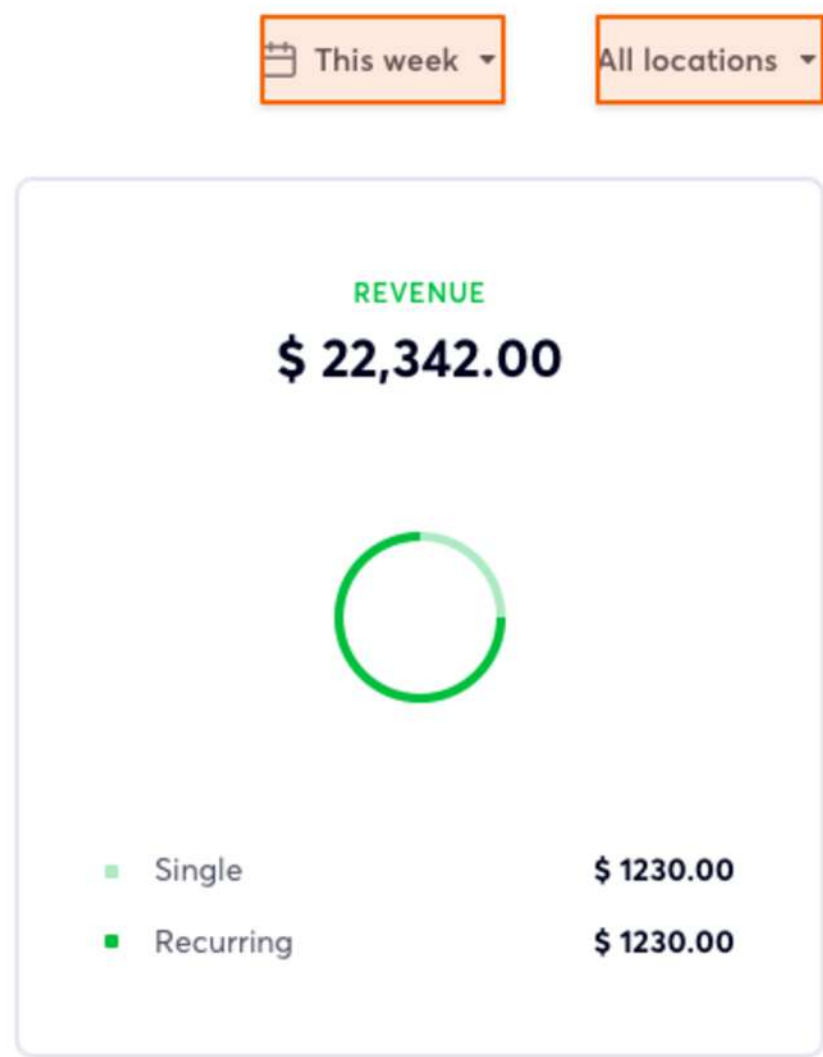
Location summary with KPI

Having a dashboard available containing a summary of your key performance indicators is a necessity. You can easily and quickly compare the following factors that are included in this all-in-one report:

This gives you an overview

- Active members •
- New members
- Sessions Attendees/
- check-ins Utilization
- First visits Gross
- revenue Recurring
- revenue
-
- One-time payments
- Gross revenue (No POS)
- Total payments
- Gross ATV
- ReferralPCT
- Retention%

OPERATIONS



of how your location is performing overall month by month, in each of the most important factors for a fitness business. For example, knowing your total active members versus your total members gives you insight into your club’s activity level. You can also view a quick comparison of your cash and draft amounts through reviewing gross and recurring revenue, which is vital information to have for cash flow purposes. Your gross ATV (average transaction value) and retention percentage are also important to know, as these metrics can help you identify room for improvement.

POS history

Most businesses that have a point of sale have some sort of system in place to monitor them, often organized by employee “opening” and “closing” a cash drawer. Even if cash is not accepted inside the business, this is a way to hold each employee accountable that every item was applied correctly. Especially when it comes to gym memberships, it is crucial that payments are applied to the correct member’s account. Having a great, user-friendly system can help prevent a lot of issues. Having a process to ensure no issues occur is the next step. You can train a manager to use this report the next day to evaluate all the transactions done on the previous day, and verify that everything was done correctly. If an error does come up in the reconciliation process, this is soon enough where it can be fixed quickly.

Amount due

Any EFT business needs to have a system set up to collect dues. Many fitness businesses will do a portion of this themselves, then outsource

OPERATIONS

the rest. The first step is having a way to easily pull a report of what is owed. Then you can determine your method of reaching that person to collect payment.

Bank transfers

This report is always a positive one to see! Viewing the transfers going into your bank account is a great way to see your hard working paying off. It can also be used for accounting purposes, so this may be one to provide directly to your accountant on a predetermined timeline like every week or month. It could also be compared to a revenue report to ensure everything was processed correctly.

Billing history

If you ever have a customer service issue overbilling, you will need this report to see a detailed history for a particular client or member. Sometimes a member may have a past due bill and get billed for two months. If you have late fees added onto to the charge too, this can catch a member off guard to see a larger than expected bill, and they can come into your club upset and

 Dashboard

 Reporting

 Leaderboard

Reports > Location Summary by Month

	Nov 18	Oct 18
Active members	220	220
Active members Average attendance / Check in	1.80	1.80
New members	30	30
New members Average attendance / Check in	2.40	2.40
Sessions	200	200
Attendees / Check-In	500	500
Utilization	50%	50%
First visits	10	10
Gross revenue	\$2,000	\$2,000
Recurring revenue	\$2,000	\$2,000

confused. Train your managers to take the time to sit down and go over the details if this ever happens in your gym. A little bit of patience and understanding goes a long way with disgruntled members. If you empower your managers to have tools to overcome the situation and be the hero, this can also turn an upset member back into a raving fan. For example, you can give them access to be able to waive late fees as a one-time courtesy or offer a coupon for a free smoothie. Outside of billing issues, this report can also be used to give members who get some sort of reimbursement for membership, whether through their insurance or employer.

OPERATIONS

Reports > All Members

All locations ▾

 Custom filter ▾

S. ID	Full name	Email	Phone
123	Amelia Edwards	useremail@onefitstop.com	(00) 0123456789
456	Gunther Ackner	useremail@onefitstop.com	(00) 0123456789
789	Kobus van de Vegte	useremail@onefitstop.com	(00) 0123456789
123	Frank Boehm	useremail@onefitstop.com	(00) 0123456789
456	Ishaaq El Vohra	useremail@onefitstop.com	(00) 0123456789

Failed payments

Failed payments is another crucial thing to know for collection purposes. Collection rates for members that default on their monthly dues are higher if the member is notified immediately. A manager or other employee can use the data gathered by running a failed payment report to proactively connect with members whose payment was declined to collect payment and confirm the member's preferred method of billing.

Failed payment history

In this report, you can easily see the history of failed payments next to the member's current status. This can help you identify that there might be a pattern of default that is the result of invalid billing information, or the billing date consistently falls on a day that is a hardship for the member. By utilizing this report, employees are able to identify potential issues that may diminish member satisfaction, and increase the businesses' bottom line.

Outstanding payment requests

When a member has a balance on their account, you or someone assigned this task are likely already attempting to reach them for payment. This report can be used to create a list of all outstanding payment requests, which can be helpful for collection purposes. It can also be used as another check and balance to ensure payments were all posted correctly.

Suspended memberships

If a member fails to pay over a certain timeframe, they will lose access to their membership. You can have a predetermined time setup for when the membership goes into a suspended status. This may provide more urgency for the member to settle their account, especially if they are active. An alert can also be placed upon check-in, and your staff should be trained in how to calmly pull the member aside and broach the subject. This can be a sensitive subject, especially if the person has gone into debt due to unforeseen circumstances. Therefore, proper training of your staff on handling collection accounts is crucial. You can also use this report as a list for collections outreach.



DEMOGRAPHICS

All clients

Having a detailed list of all clients can help you learn more about your client audience. Is there a certain area or zip code in which the majority of your members live? What age range and gender makes up the majority of your membership base? How can you capitalize on that information? This can allow you to recreate similar audiences to target for marketing purposes in the future. You can also use this if you wanted to create email or mailing lists to disperse information or do a promotion for your members.

Gender and age group

This report can help you dive deeper into the demographics of your membership base. Knowing what current audience you are primarily serving can help improve advertising efforts. One common approach is to use this data to create similar audiences to target since you know it is working well for your members with commonalities. Another approach is to identify

entire audiences that you may be missing with this information. For example, if you have females ages 21-45 that make up the most of your members who attend in the evening, perhaps you can create a matinee class targeted to an older audience with retirees.

Geographical client distribution

With this feature, you can review a map of where all your clients currently live. This is crucial information. Are there certain neighborhoods that make up the majority of your clientele? If so, how can you capitalize on this information? Perhaps you can perform some kind of outreach to the neighbors who have not yet joined. You can also identify where convenient areas are located that you may have somehow missed in your previous marketing approaches. There may even be a certain reason you can identify and overcome if a residential area exists where few have joined your club.