



# Dedication, Innovation, and Well-Being: Inside Giulia Rosi Fitness Studio

In 2022, Giulia Rosi opened her own studio in Modena (Italy), turning her passion into a profession.

Lifelong dance and fitness enthusiast, Giulia decided to transform her career and launch her business. Her project is **built on the belief that well-being is a long-term journey of personal growth and self-improvement.**

As part of her journey toward well-being, let's explore how bsport helps Giulia manage her studio day by day, in the most effective way.



## Main challenges

At the beginning of her career, Giulia faced some common challenges in managing her studio: balancing client relations, coordinating with collaborators, taking care of the space, while leading classes at the same time.

The platform initially chosen, however, was unable to support her in her tasks due to its various limitations:



### Product limitations

Giulia wanted to expand her reach by offering online sessions and On-Demand video content. Unfortunately, the platform she was using didn't support these features, which limited her business growth.



### Complex and unintuitive system

When it comes to managing a studio, it is necessary to simplify processes to save operational time. With the previous software, the system was overly complicated and restrictive. Giulia found herself spending too much time on manual administrative tasks, which prevented her from focusing on her members and classes.

# The bsport difference

Giulia quickly realized she needed more than just software she needed a trustworthy digital partner capable of automating her daily operations and giving her a centralised, real-time view of her business. **That's why she chose bsport.**

With bsport, Giulia now relies on an intuitive digital platform that simplifies every aspect of her daily work, from managing memberships to coordinating staff. Thanks to its **clear interface and user-friendly design**, she can easily complete tasks and bringing her projects to life in just few clicks!

## Seamless booking system



### Recurring bookings

According to Giulia's experience, being able to book in a member in a class for several weeks, saves her a lot of time and manual procedures. This not only reduces operational effort but also improves the customer experience, **as members are more motivated to attend when their classes are already booked.**



By switching to bsport, managing memberships has become much easier, with processes that are now far more accurate and fully automated.



## Expanded offer and reach



### VoD and Zoom Integration

By connecting bsport directly to her website, Giulia has been able to expand her offer, **selling on-demand classes to her members.** This integration has **streamlined the process**, making it easier for clients to purchase and access classes.

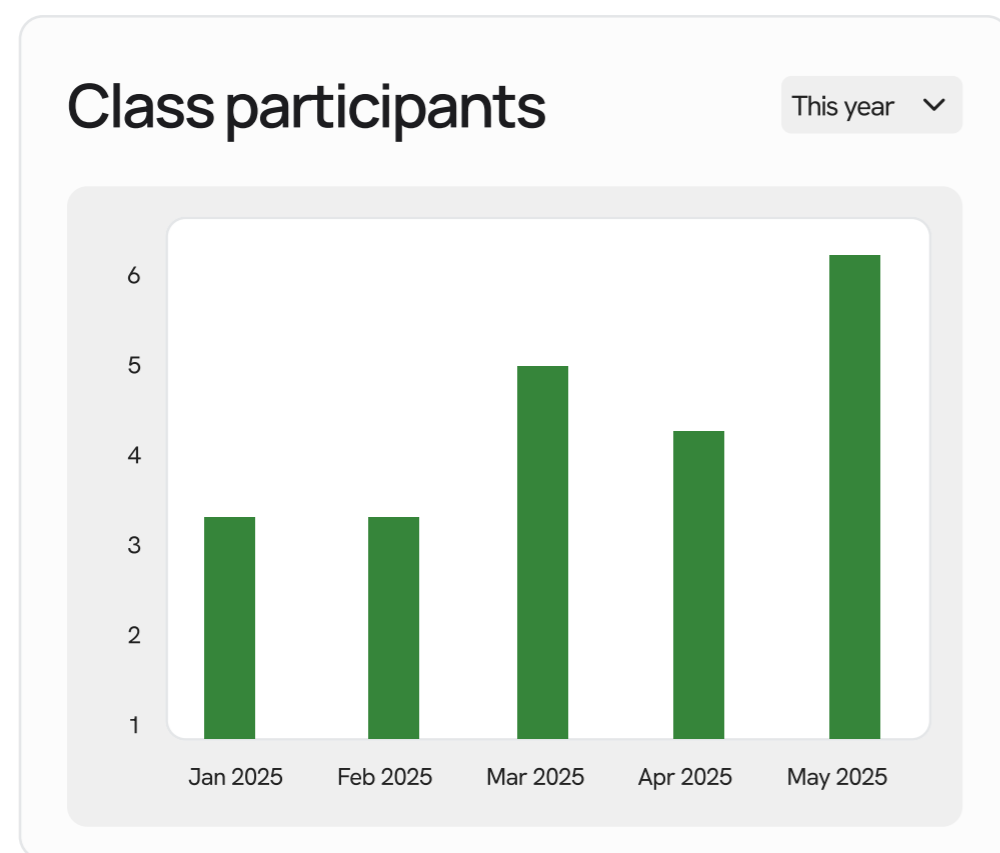
## Smarter Management



### Teacher management

Giulia works alongside **four other instructors.** To make them more autonomous and reduce her workload, she gives each of them access to their own **teacher account**, allowing them to manage their classes and keep track of their tasks independently.

## Comprehensive business overview



### Reporting and Analytics

bsport graphics reports help Giulia monitor her goals and track the studio's performance.

Thanks to this innovative tool, she can analyse key metrics such as **revenue**, **bookings**, and overall **growth, gaining crucial insights** for running a successful business.



Thanks to bsport's reporting features, I can clearly visualise my objectives and manage my studio based on real-time performance.



## Looking ahead together

From a small solo venture to an established and steadily growing brand, Giulia's dream is taking shape more and more each day. For her and the team, the goal is clear: to **provide every member with high-quality service while promoting a healthy, consistent, and lasting approach to fitness.**

To make this possible, **bsport remains a reliable and dedicated partner, supporting Giulia and her team in every step of their journey!**

[Learn more](#)



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