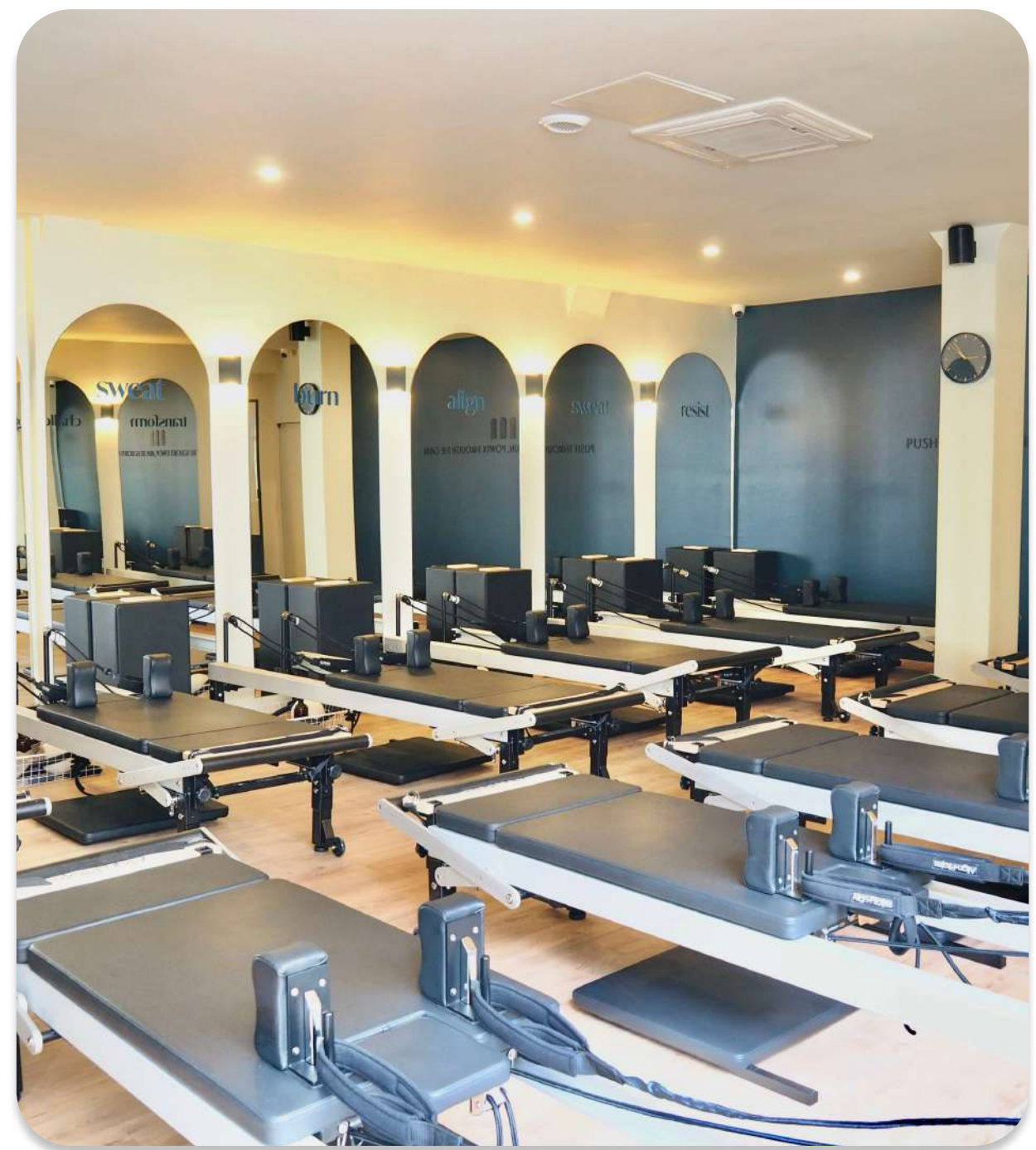


The Pilates Reformer franchise accelerating its growth with bsport

A Pilates Reformer success story in full expansion

Founded just a few years ago, The New Me has quickly become a reference for Pilates Reformer in France. With around **thirty studios already open** and rapid growth, the franchise aims to provide a premium and accessible Pilates Reformer experience.

To support this momentum and reach an ambitious goal of 60 studios by end of 2025, Ilan, Franchise Development Director, decided to rethink the network's technology stack. He chose bsport: a modern, comprehensive platform designed specifically for franchise management.



“Our previous platform was well-known but outdated. bsport won us over with its user-friendly design, all-in-one approach, and ability to support a rapidly growing network.”

The importance of a strong and consistent brand, enhancing the customer experience

For The New Me, the customer experience doesn't stop at the classes—every interaction matters, from the website to the mobile app.

With bsport's **Marketing Suite** and the **direct integration of booking tools on their website** and **white-label app**, the franchise maintains full brand consistency while delivering personalized communications.

Advanced client segmentation, **AI-powered email campaigns**, and **automation** streamline daily member engagement.

On the acquisition side, features like **referral links** and “**add a guest**” help drive organic network growth.

Manage, migrate, succeed: the full support they need

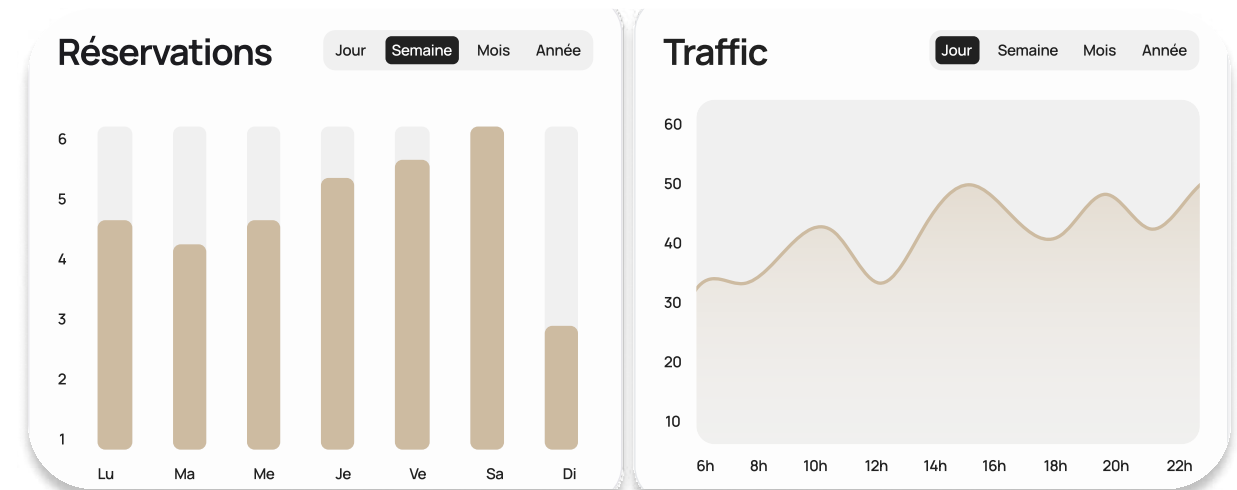
Centralised management, autonomous studios

Gain a global view while keeping local autonomy



With the Master Account, management maintains a centralised view of all studios while allowing franchisees to handle their daily operations. This flexibility simplifies coordination, ensures brand consistency, and strengthens the ability to manage the network effectively.

Make quick decisions with actionable data



bsport's reporting capabilities allow Ilan and his team to compare the performance of each studio at a glance. Quick access to key data helps track objectives, anticipate needs, and identify best practices to replicate across the network.

“

Being able to centralise everything while giving autonomy to our franchisees changes everything: we gain in brand consistency and management efficiency.

”

Secure migration and tailored support

A simple and secure process



Switching from one software to another can be a sensitive step, but bsport made it smooth and secure. Essential data was correctly transferred, and every stage was supported technically and personally, making the transition seamless.

Personalised support from day one



The onboarding process was structured, clear, and tailored to the franchise's specific needs. Personalised guidance combined with bsport's responsive teams allowed The New Me's staff to quickly master the platform. Even now, having a dedicated Account Manager ensures consistent and effective support.

A partner to scale without limits

With international ambitions, The New Me has found a partner in bsport capable of supporting large-scale growth. Centralized management, multilingual features, and bsport's market expertise provide a solid foundation for opening new studios across Europe and beyond, while ensuring brand and process consistency.

Our team and software will stay by their side, supporting their ambitions and **providing all the tools they need to expand confidently and strategically.**



What about you, are you ready to give your network the tools to grow without limits?

[Contact-us!](#)

bsport

Drive your success with the right partner