



**CASE STUDY** | FITNESS & WELLNESS

# Five ways Softtek helped a leading fitness chain streamline the member experience





# About the customer

Well-known fitness center chain in the United States.



**200+ clubs**



**5K+ employees**



**Millions of  
members**





# Business challenges

Fitness operators would be one of the first to tell you that it's much more profitable to retain members than acquire new ones. Recognizing the importance of this early on, our client wanted to completely streamline the member experience from the bottom up. This included driving reliable and efficient operations, becoming more data-driven, and launching new digital products and experiences.

1

Reduce churn by delivering frictionless, engaging experiences to members.

2

Achieve operational savings that could be redirected toward further innovation.

3

Increase data and analytics maturity to shift from reactive to proactive decision making.

4

Free up internal resources to focus on business-critical tasks and drive innovation.





# How Softtek comes into play

Softtek has been working with the client since 2011. The relationship began as a long-term managed services and staff augmentation contract, delivering application and infrastructure services to maintain highly available and reliable core services while achieving cost efficiencies. Through its Near Shore® model, Softtek demonstrated unmatched accountability, a deep understanding of the client's business, and the ability to scale the number of resources as needed. The client continued to place its trust in Softtek for several additional initiatives, including digital product development and advanced analytics, some of which are ongoing as of 2023.

Here's a brief summary of 5 ways Softtek is helping the client streamline the member experience:

**24/7/365 application and infrastructure monitoring,** creating a more reliable experience for business users and members and optimizing resource allocation to focus on business-critical tasks.

**AI-driven IT operations:** Leveraged AI to assess IT operational processes and develop new processes to improve productivity and reduce errors.

**Expedited digital channels** and operational efficiencies to maximize engagement and revenue during the Covid-19 pandemic.

**Data analytics architecture:** Implemented solutions such as Snowflake, DBT, and PowerBI, delivering dashboards for seamless visualization and insights and enabling predictive and prescriptive analytics.

**Agile development and technology integration:** Built a new sales and member management platform, leveraging APIs to securely integrate it with relevant data sources (CRM, mobile app, billing system, pricing system, etc.)





# Business impact

Softtek's partnership with the client has evolved from providing IT infrastructure services to becoming a trusted and accountable partner, driving significant value and transformations as the engagement evolved.



Increased analytics maturity, using prescriptive techniques to help the client identify trends and optimize decision-making.



Improved member engagement to maintain a low annual attrition rate and high member satisfaction.



Reduced functional defects by 80%, enabling a frictionless and user-friendly member experience.



Reduced operating expenses by up to 30%, redirecting savings to key initiatives.



#### ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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