

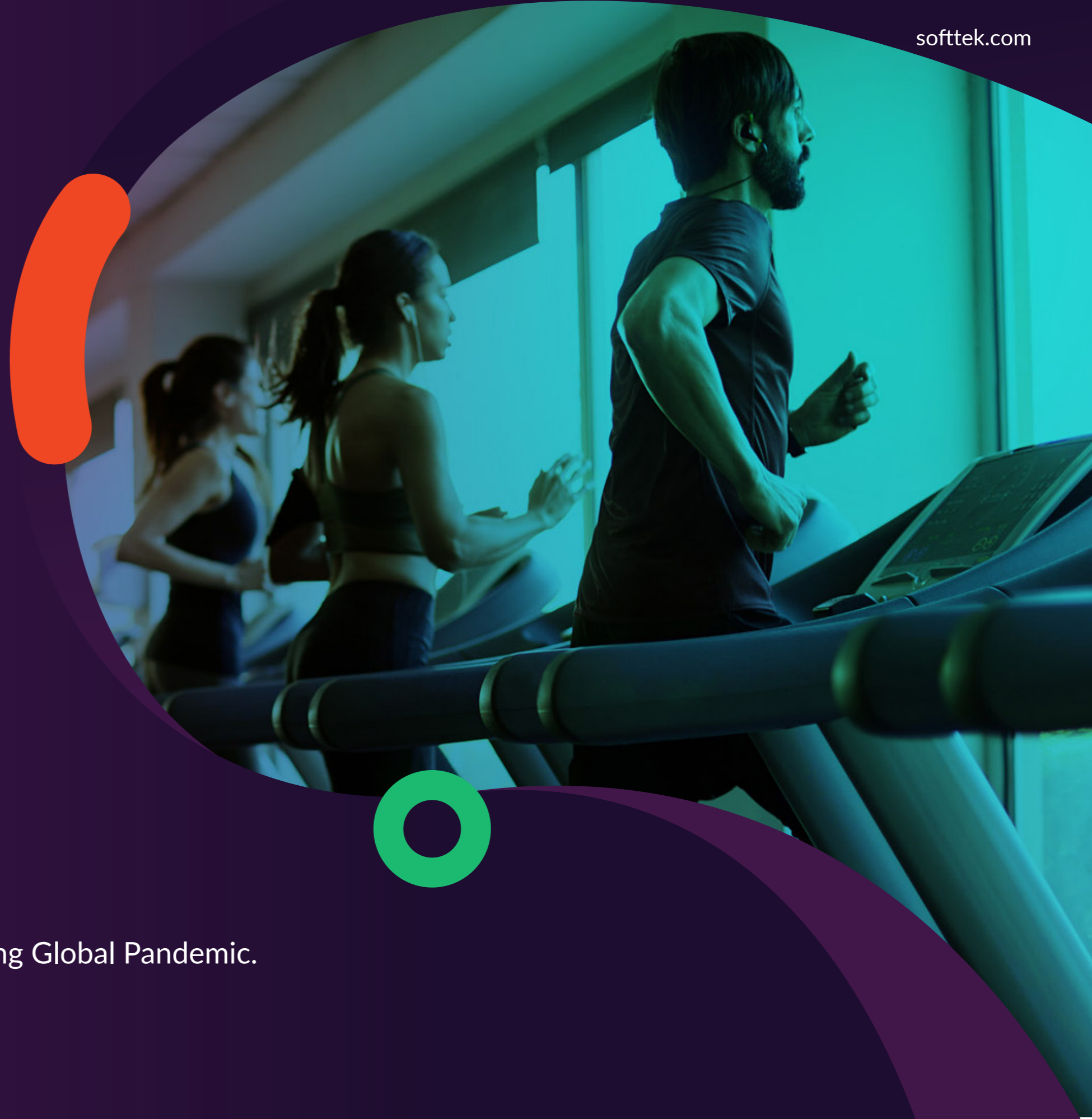


**Softtek**<sup>®</sup>

CASE STUDY / HOSPITALITY

# Fitness Industry Pioneer Improves Club Safety with Contactless Solutions

Softtek enables Digital Member Scheduling Capabilities during Global Pandemic.





# About the customer

Privately owned and operated fitness center chain.



**350 Clubs**  
Operating 350 clubs  
nationwide



**4M+**  
Members



**Privately**  
owned and operated



**22,000**  
Employees



Softtek served as a crucial partner during a global pandemic by developing a solution to help us improve our operations, effectively transforming our customer experience.

**CIO, Fitness Industry Pioneer**



**Softtek**





# Business challenges

During a global pandemic, a Fitness Center Operator saw the need to adapt and digitize their guest experience and measure facility member capacity in order to abide by federal and local social distance regulations.

1

Minimize in-person contact between gym members and team members.

2

Validate and measure the capacity of members within the club.

3

Comply with changing federal and local regulations.



# How Softtek comes into play

The company challenged Softtek to reinvent the fitness member journey. Softtek built a comprehensive touchless IT solution which included updating APIs and the mobile application to include advanced features as well as the implementation of front/backend web apps and customer identification. The new solution enables digital payment through Easypay and QR check-in to provide a safe environment for club members.

---

**Built** a new IT infrastructure to create a touchless guest experience.

**Integrated** a membership management solution, member check-in and CRM.

**Enabled** digital payments through Easypay.

**Established** an agile development process to streamline the time to market of integrations.

**Created** a QR check-in solution.

**Developed** capacity management solution.





# Business impact



Reduced member churn.



Shortened release cycle time from 2 months to 2 weeks.



Improved club member safety to meet health standards by reducing in-person contact.



Met the legal requirements to open 50% of clubs nationwide.



Managed club traffic based on regions & identify those coming from a risky area.





#### ABOUT SOFTEK

Founded in 1982, Softtek is a global company and the largest provider of IT services from Latin America. With a broad portfolio of business-transforming products and solutions, Softtek helps Global 2000 organizations evolve their digital capabilities constantly and seamlessly, from ideation and development to execution.

[info@softtek.com](mailto:info@softtek.com)  
[softtek.com](https://softtek.com)