

# Case study: Fitness First

Fitness First revitalises its membership process with Experian



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**“We are passionate about our customers having a positive membership experience and that means getting their vital information right first time. Experian QAS and Experian Payments were an obvious choice because of their global presence and the fact that their products are first class and easy to integrate and maintain.”**

**Steve Homan**  
Chief Information Officer  
Fitness First

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## Fitness First

Fitness First is the world’s largest health and fitness group, operating across the United Kingdom, Europe, Australia, the Middle East and the Asia-Pacific region. It now has over 550 clubs worldwide with more than 1.5 million First Fitness members. In the UK alone, it has more than 170 Fitness First Gym and Health Clubs.

Despite its size, the organisation is keen to maintain what it refers to as the ‘Fitness First one-health club’ mentality – stressing that every single Fitness First member counts.

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### Situation

Good customer service is a primary driver for Fitness First. The aim is to ensure that all customers gain a positive experience of its clubs from the outset, starting with the member joining process. As a result, membership applications should be processed quickly and accurately so that new members can start using the club’s facilities straightaway.

Fitness First are delivering a programme to deploy Members First, a standardised membership management, point of sale and billing platform to their global estate. A key process in the members experience with Fitness First is the joining process. Vital details that are collected as part of this joining process include name, address and bank account information. The accuracy of this

information is essential so that the membership application can be processed quickly and the customer can start using the club’s facilities.

### Solution

Experian QAS and Experian Payments, who validate both international addresses and international bank account details, were selected as Fitness First global software partners.

To ensure that customers’ contact information is inputted correctly into the Members First application, QAS Pro, an address validation tool from Experian QAS, is used. By entering minimal details such as house number and postcode, QAS Pro can return the member’s full and accurate postal address. Bank Wizard from Experian Payments then validates the bank account information to ensure that

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Direct Debit mandates are set up correctly. Before using this product, mandates were likely to contain errors which would have resulted in rejected payments. Now Fitness First can be confident it has the right information for both entrance and billing purposes.

The software from the Experian group is currently deployed in France, Italy, Spain, the Netherlands, Luxembourg and Belgium. From a maintenance point of view, an API version of the software is integrated into the core of the membership management system and is seamless to the user. This means that updates to the reference data used in the products, such as the Royal Mail's Postcode Address File (PAF), are easier to manage.

#### Future Plans

QAS Pro and BankWizard will be rolled out in Australia, Germany, UK and Asia as Fitness First delivers standardised membership management, point of sale and billing platforms.

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