



This case study explores **Vida Fitness's** digital transformation enabled by **Smart Health Clubs**.

## Impact.

**106,000**

App Launches Per Month

**15,000**

Bookings Per Month

**3,000**

Member Check-ins  
using the App per day



# INTRODUCTION

**Vida Fitness - A full-service, Washington DC-based 6 location Fitness Facility, that offers high-quality contemporary fitness facilities with uniquely designed spaces, state-of-the-art equipment, industry-leading programming, luxurious amenities, and a motivating social atmosphere.**

By believing in Smart Health Clubs 37 months ago, Vida Fitness chose the following SHC modules:

- Booking and Attendance
- Instructor Substitution and Payroll
- E-Commerce

They got the All-in-App they wanted with a smooth user interface that showcases all their offerings. Now they've got some incredible numbers to show!

Read about their journey and results with Smart Health Clubs [here](#).





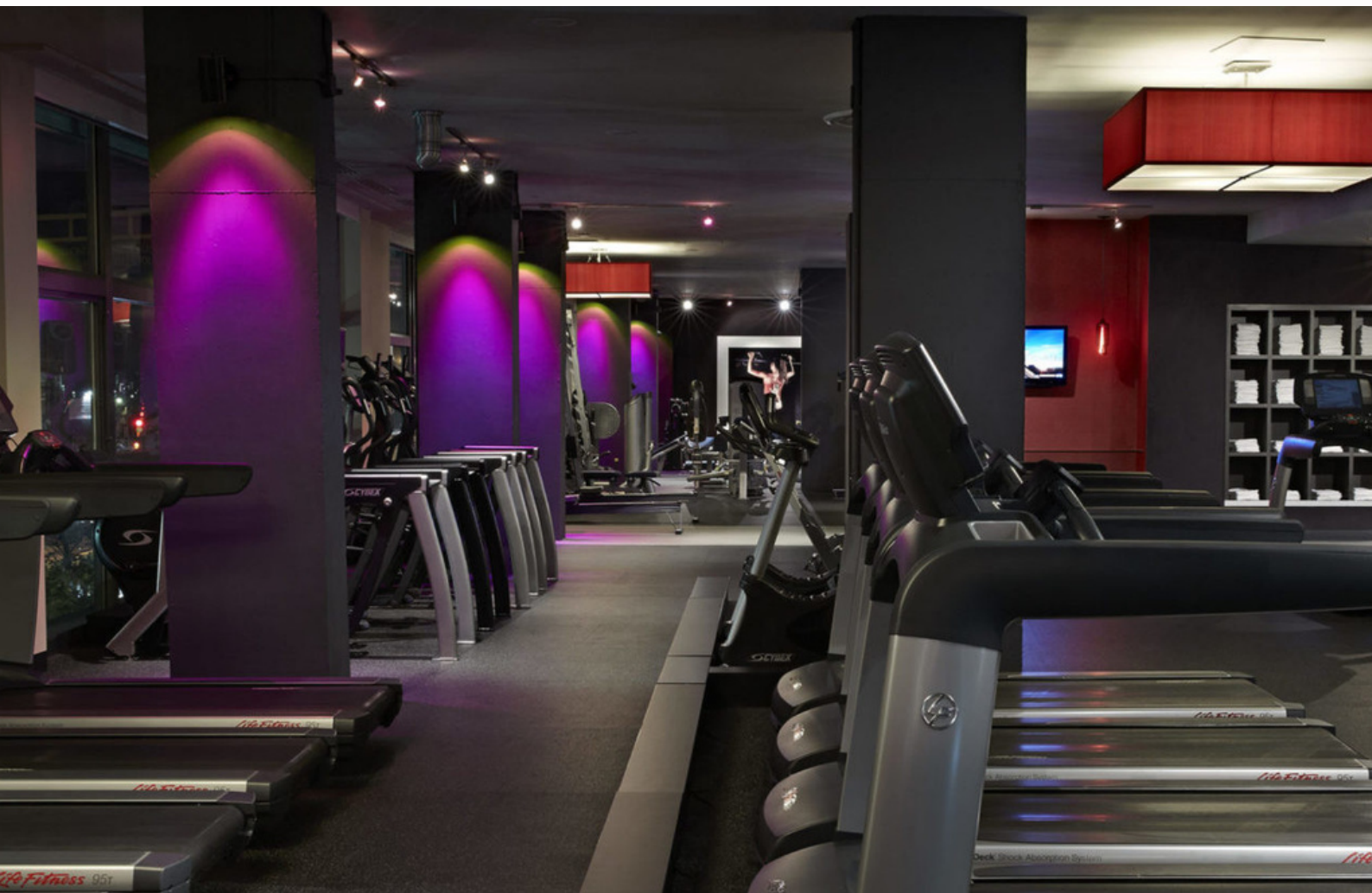
## ABOUT

**Vida Fitness is a full-service, 6 location Fitness Facility located across Washington DC. It offers high-quality contemporary fitness facilities with uniquely designed spaces, state-of-the-art equipment, industry-leading programming, luxurious amenities, and a social atmosphere that motivates you to achieve at your highest capacity.**

### **The 6 locations -**

- The Yards
- Gallery Place
- Logan Circle
- U Street
- Ballston
- City Vista

Apart from the weight training rooms and group exercises, they offer multiple facilities, such as - a Luxury Pool, a Spa, a sophisticated Pilates department, and much more.





# THE CHALLENGE

Vida was looking for a solution which would help them go beyond the limitations of their current App. Specifically, they were interested in ease of purchase, instructor substitution, attendance.

## REQUIREMENT AND CHALLENGES



### Instructor Substitution

- To reduce the number of substitution notifications by sending them only to instructors in the same studio.
- To send emails to instructors who have not marked attendance.
- Get the list of attendees for all classes.



### E-Commerce

- Show services offered by trainers as different trainers charge at different rates.
- Find ways for data entry, to get trainers to enter information.



### Small-Group Training

- Separate Small-Group Training from Physical Training.
- Need SGT, PT, Group Fitness and Nutrition department.
- Want messages to be delivered to multiple people at once.
- Want to see tile-like icons.



### Calendar

- Create a calendar for all locations.
- Show all classes in one place with a calendar on top.

**Additionally, they also offered to be a beta site.**



# MEET THE TEAM



**Aaron Moore**

Director of Operations



**Colleen Palomma**

Fitness Director



**Lisa Lipscomb**

VP of Fitness



**Milos Toth**

Director of IT



## SOLUTION

Vida Fitness chose to use the following SHC modules -

Booking and Attendance

Instructor Substitution and Payroll

E-Commerce

With the Smart Health Clubs, Vida Fitness got an All-in-one Mobile App with custom branding, single-click experiences, and great looks to represent each one of its luxury offerings. Some of the highlights are -

- Rich calendar experience with separate calendars for each location and department.
- Each offering is laid out neatly as icons on the Main Page with single click navigations to each menu.
- Virtual departments to direct members to various sections such as the Smoothie bar, Nutrition Counselling, Corporate Wellness and Spa pages.
- Detailed Food and Exercise Log for members to track their fitness activities.
- Push Notifications and Emails sent by the club to specific groups of members using the SHC Feeds and Groups option.

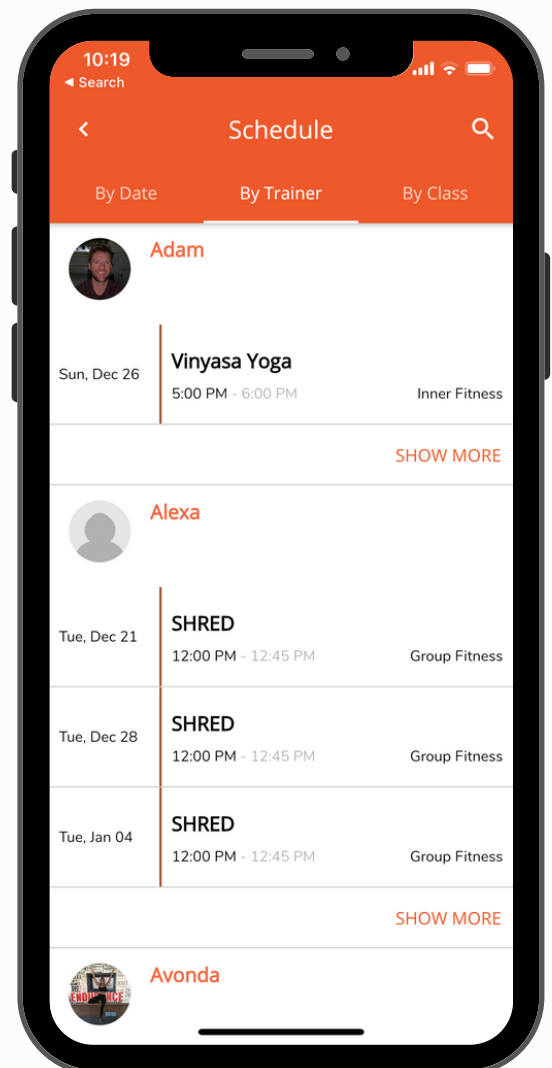
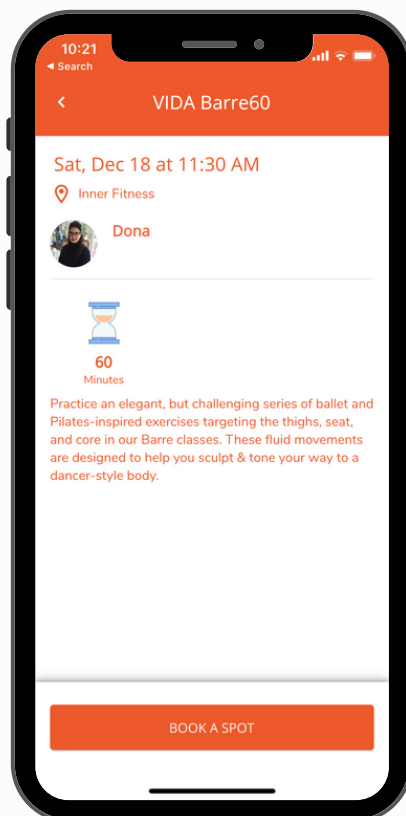




## BOOKING AND ATTENDANCE

Smart Health Clubs and Vida Fitness worked very closely to develop a very flexible booking system that would not hamper the user experience on the Mobile App while still being able to follow COVID-19 state guidelines and policies. Some of the highlights that were developed for and used by Vida are -

- ✔ Bookings for:
  - Penthouse Pools at the club
  - Cabanas at the club
  - Regular Gym time and Weight Training areas
  - Group Exercise Classes
- ✔ Department-specific booking rules
- ✔ Member Booking limitations to accommodate capacity restrictions
- ✔ Attendance reminders for instructors to take attendance
- ✔ Guest Bookings
- ✔ Special waitlist rules





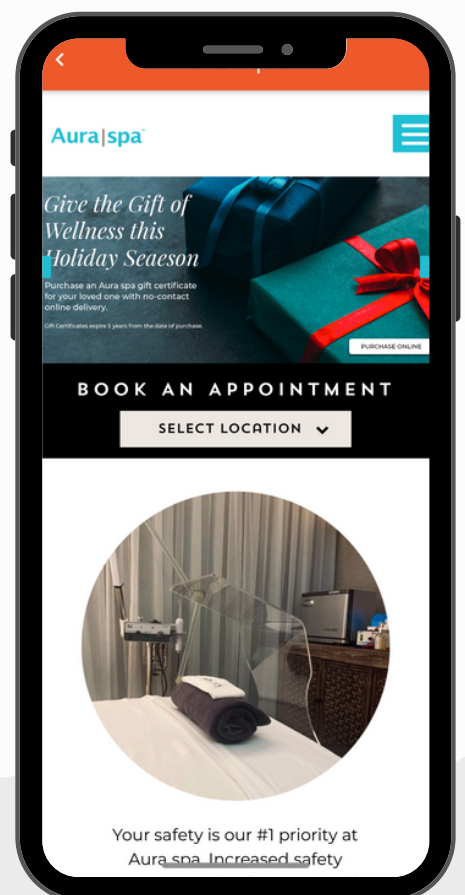
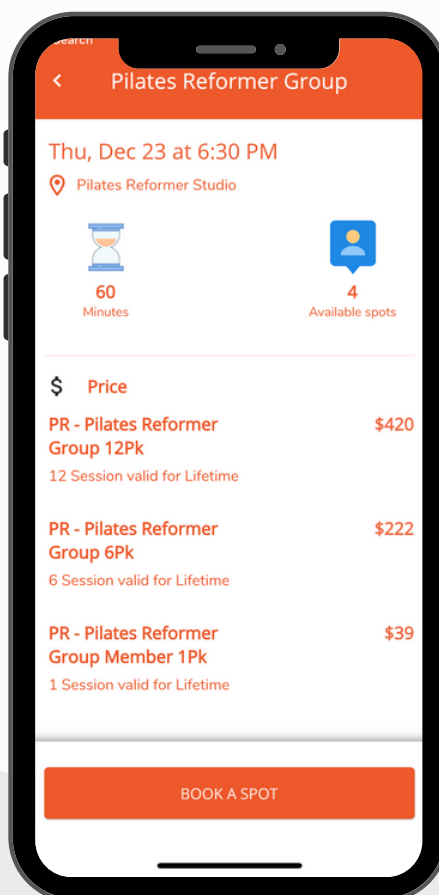
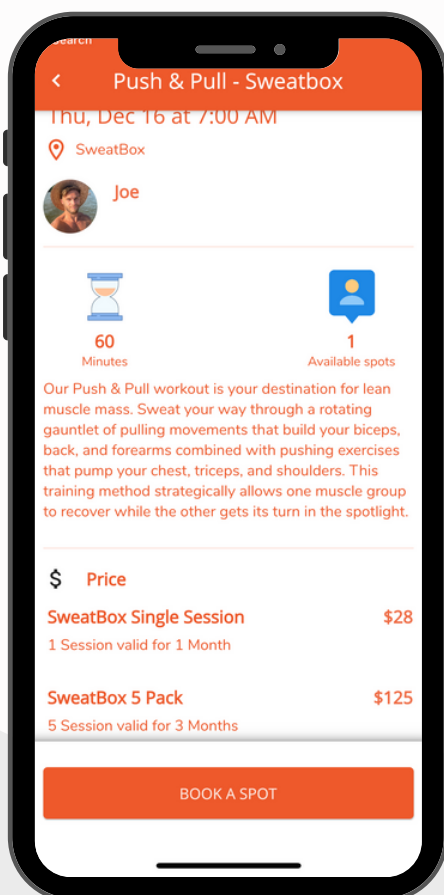
# SOLUTION

## INSTRUCTOR SUBSTITUTION AND PAYROLL

Vida Fitness was now able to have a single platform that allowed instructors to easily request a substitute, find only approved volunteers for classes, automatically update calendar information and have a detailed Payroll report with real-time information.

## E-COMMERCE

With the new E-Commerce module of Smart Health Clubs, Vida Fitness is now able to run bookings, session balance reports, and Purchases for their Sweatbox and Pilates department on the Platform. Since Smart Health Clubs is deeply integrated with ABC Fitness, Vida's Billing partner, all purchases are processed on the Billing Company as well.







**AARON MOORE**

**DIRECTOR OF OPERATIONS**

Throughout most of the pandemic, VIDA ran 100% of check-ins through the SHC App! Without SHC, we were looking at backup plans, online reservations through our website, etc. that would have placed an unnecessary burden on our members.

We've sent push notifications that pop-up on members' phones to quickly communicate the many changes we've faced throughout the pandemic and adjusting our operations back-and-forth. This includes class changes and waitlist management.

SHC is committed to client feedback to fuel their product roadmap and build new modules to best suit the needs of a swiftly evolving industry.

Praveen and team have done extremely well in developing a client-focused software.



# IMPACT

At present, Vida Fitness has been using the Smart Health Clubs platform for about 37 months. Here are some analytics of the club -

**106,000**

**APP LAUNCHES PER MONTH  
(OVER 3500 PER DAY)**

**15,000**

**BOOKINGS PER MONTH  
(OVER 500 BOOKINGS PER DAY)**

**100**

**OVER SUBSTITUTION REQUESTS  
PER MONTH**

**3,000**

**MEMBER CHECK-INS USING THE  
APP PER DAY**

**20**

**APP DOWNLOADS PER DAY**

## ABOUT SMART HEALTH CLUBS

Smart Health Clubs is built by a team of fitness technology entrepreneurs with a vision of creating an All-in-One customer engagement platform for Health Clubs. The management team has over 15 US and International patents along with 60+ years of software and engineering experience. SHC also has deep roots in serving Health clubs and understands the challenges that are faced by clubs today.



**SMART HEALTH CLUBS**  
THE FUTURE OF WELLNESS