



The Future of Business: Going Mobile

Dear Customers,

It's estimated that half of American adults own a smartphone, and the rate of ownership is rapidly increasing each year. This device has placed a world of information at our fingertips, creating more informed and educated consumers than ever before. Researching a product or place of business before attending or making the decision to purchase has become standard practice for today's modern consumer. According to a recent study, 80% of smartphone owners use their phones to access the internet with 9 out of 10 mobile searches resulting in a purchase. This new and explosive trend of mobile commerce has resulted in enormous change across multiple industries—with the sports and fitness industry being no exception.



Here at EZFacility we understand how critical it is for businesses in the sports and fitness industry to have and maintain a powerful mobile presence. In a study conducted last year, 60 percent of all health and fitness facilities have a mobile-compatible website with 39 percent providing online account access, 20 percent utilizing mobile advertisements and 31 percent using a mobile app. Offering a mobile-friendly website and a feature rich mobile app allows businesses to drive brand awareness, generate revenue, streamline business practices, access crucial client data and reach and engage members. Specifically, these tools give clients the ability to browse gym offerings, purchase services and merchandise, and get to know trainers and staff. For example, gym members looking for a kickboxing class on the way home from the office can simply use their mobile device to buy and book themselves into a class without having to step foot in your door first.

So what's on the EZFacility agenda?

To keep ahead of this rapidly growing trend, EZFacility has begun work on a few initiatives including:

- A re-design and enhancement of our Self-Service Portal to be more mobile-friendly and include some sleek new features (If we do say so ourselves!).
 - For an opportunity to participate in the conversation and register for a spot in our upcoming **Self-Service Early Access Program**, click [here to register](#).
- The development of a new partnership with a market leading app developer to bring clients a self-branded mobile application-- **more to come on this later in the year!**

Be sure to follow EZFacility on [Facebook](#) and [Twitter](#) to keep abreast of our newest updates, features and insider tips on how to use EZFacility to more effectively manage your business.

Yours Sincerely,

A handwritten signature in black ink, appearing to read 'Michael Vool'.

Mike Vidal
Product Owner

EZFacility TMS Client Spotlight – Toronto Pan Am Sports Complex Continues to Push the Envelope with EZFacility

"When it comes to support, it has gotten to a point where most of the EZ staff are my friends because I talk to them regularly! However, I think that is because we are constantly trying to push the envelope with EZ, and we are constantly trying to use EZ to its fullest capacity. By enrolling in Early Access Programs and having the ability to try and test new features prior to the general public-- we consider ourselves testers of new functionality. As a whole we feel as if we have a mutually beneficial relationship where we push EZFacility, and EZFacility pushes us to be better."

Parrish Offer
Director, Business Development
Toronto Pan Am Sports Complex



Trainers Corner-Tips and Best Practices from our Training Department

Ever Thought of Using Coupon Codes? Coupon codes are an excellent tool for attracting new clients and retaining current ones. For instance, in an effort to promote your personal training program, you could offer prospective clients a "buy one get one" coupon for a package of personal training sessions. A few common avenues to distribute these codes are to publish them in a mobile app, include them in an e-mail, or even post them to your company's social media accounts. If your facility has a barcode scanner, another option is to send clients a barcode and have them scan it at your facility to take advantage of specials and promotions. To tie a barcode with a particular coupon, in the Point-of-Sale section of your EZFacility account, scan the barcode into the "Coupon Code" field of the Coupons section. Additionally, track progress and marketing efforts of your coupon codes using EZFacility's Report suite.



For a more in-depth walk-through, learn more by visiting our [Support Center](#).

Who Is Your Top Sales Dog? You may know how many memberships your gym sells, but do you know who the top performing salesperson is at your facility? With the help of EZFacility's **salesperson tracking feature**, simply run reports using a variety of metrics to see your in-house sales leader. After defining salesperson commission rates, take it a step further and go in-depth to track the exact commissions owed to each salesperson for any given time-frame. Commission rates can be auto-calculated by defining earnings per membership/package or by setting up rates by a percentage of what is sold.

For a more in-depth walk-through of the Salesperson Tracking Feature, visit our [Support Center](#).

Blog Highlights

Making Your Facility Wearable-Friendly

After the recent release of the Apple Watch and continued release of Android Watches, wearable technology (wearables) seems to be all the buzz these days. With the involvement of these major players and their cult-like following, it's clear that wearable technologies are not going away anytime soon. If you haven't already, it may be time to start thinking about how to make your facility more wearable-friendly.

How to Leverage Social Media to Attract and Retain Members

As a new business--specifically in the health and fitness industry-- resources and budget tend to be limited. Social media is an inexpensive way to both attract and retain clients. Follow these steps to start crafting a successful social media strategy to grow your business.

Upcoming Webinars

L&Z Direct Debit Processing with EZFacility - 7/7/2015 11:00 am GMT

This webinar will cover:

- How membership sales will work without the need of Auddis and Bacs files
- Explanation of lead times and monthly cut-off dates
- Direct Debit mandate procedures
- L&Z Terms and Conditions & Prices

[Register Here](#)

The demonstration will be immediately followed by a Q and A session with **Sam Pollard, London and Zurich.**

*****Please note that this webinar is intended for those clients who reside in the United Kingdom.***

EZ Essentials - Memberships - 7/29/2015 3:00 pm ET

This webinar will cover a variety of topics including: membership type and plan creation, selling memberships, membership proration, and more!

[Register Here](#)

The demonstration will be immediately followed by a Q and A session with **Michael Vidal, EZFacility Product Owner.**

EZ Essentials - Reporting - 8/26/2015 3:00 pm ET

[Register Here](#)

This webinar will cover a variety of topics that include best practices and key reports for both accountants and head personal trainers.

The demonstration will be immediately followed by a Q and A session with **Michael Vidal, EZFacility Product Owner**.

5 Year Anniversaries

Our sincerest 'thank you' to all of our customers, both new and old – we greatly appreciate your dedication and look forward to serving you for many years to come.

[Athletes Edge - Boca Raton: Q2 2010](#)

[Medcan Fitness: Q2 2010](#)

[Bounce Fitness: Q2 2010](#)

[Total Soccer Royal Oak: Q2 2010](#)

[Shuichi Take Fitness](#)

Upcoming Events



Club Industry
October 7-9 2015
Chicago, IL



Athletic Business Conference
November 19-20 2015
New Orleans, LA