

Redesigned Package Plans and Self-Service Features

Dear Customers,

It is official! EZFacility's number one requested feature update is here! That's right—**Package Plans** has been completely revamped and launched for opt-in. Some current EZFacility clients have already taken advantage of our feature update opt-in, but if you're one of the few who hasn't yet—what are you waiting for?!

At EZFacility we want your membership game at peak performance. That's why the new redesign offers a quicker and easier way to create predetermined package plans to simplify your front end and sales process. All of which translates into an increased bottom line for you. Between managing courts, fields, leagues, classes, personal training sessions, and more, there is never a shortage of tasks to keep track of and, paired with not enough hours in the day, things can quickly get lost in the shuffle.

EZFacility values your business efficiency, so now, in as little as **2-3 steps**, you can create custom package plans for your business to effortlessly offer to current and prospective clients.

Key features of the complete Package Plan redesign include:

- Capability to effortlessly create predetermined plans using a 2-3 step wizard
- Ability to quickly sell packages using a 3-step wizard
- Flexible billing installment possibilities for your clients
- Enhanced recurring packages options
- Newly added option for unlimited sessions
- Refreshed look & feel

And More!

If you have already opted-in or are doing so soon, we would greatly appreciate any feedback you have on the redesign. Any comments you provide helps us to continue to make appropriate updates so we can ensure you will always have the tools to best serve your business. You can submit your suggestions to ezfeedback@ezfacility.com or by visiting our [suggestion box](#).

The feature updates don't end there though!

As we start to look ahead into the second quarter, we are pleased to announce that we will be unveiling the much-anticipated, rebuilt **Self-Service** feature. Stacked with a completely new interface, we will be rolling out our Early Access Program in the coming weeks for our current clients to test the feature and provide us any and all feedback. If you would like to be considered for participation in the Early Access Program for our Self-Service feature, please sign up [here](#).

Please Note: Not all who sign up will be chosen to participate in the program, but we will do our best to accommodate as many people as possible.

For more information on these and other upcoming features, please contact your account manager or call our Customer Success Team at **1.866.498.3279**. Additionally, be on the lookout for upcoming user groups, early access programs, trade shows, and webinars for all of our latest features and updates!

Yours Sincerely,

A handwritten signature in black ink that reads 'Mike Vidal'.

Mike Vidal
Product Owner

EZFacility Client Spotlight – Alix Louca, President of Pro-Fit Deer Park.

Alix Louca
President
Pro-Fit Deer Park

Alix turned her dream of operating a fitness center into a reality in 2014 with [Pro-Fit Deer Park](#). Personable, driven and with more than an abundance of incredible experience in the news media industry-Alix shows that with hard work, ambition and heart—big dreams can be achieved.



Staffed with a team of knowledgeable and dedicated fitness experts, [Pro-fit Deer Park's](#) mission is to help members reach their fitness goals, whether they are professional body builders, just starting out in their fitness journey, or fall somewhere in between. Additionally, Pro-fit is an advocate of the [Special Olympics](#), providing training and competitions in Olympic-style events for children and adults with intellectual disabilities. Now that's #SERIOUSLYSTRONG.

Great job, Alix! We're happy to have you and the Pro-Fit team as part of the EZFacility family.

Check out Pro-Fit Deer Park's website and location offerings [here](#).

Trainers Corner-Tips and Best Practices from our Training Department

When you use EZFacility every day to manage your business, it is very easy to get caught up in using the same processes and not look for additional features that might be helpful to your business. Here are a few lesser known, but incredibly useful and powerful features to learn about and utilize.



1. Let's first focus on some information gathering ways to generate revenue opportunities and use coupons to seal the deal. People use coupons for everything. Offering a promotional price can then be incentive to create some additional sales. Here are some possible uses for coupons that are just waiting to be noticed:
 - o The Birthday Email- You might be thinking: "How can I incorporate this into my business on top of all the other information and tasks I have?" The answer is easier than you think! All you have to do is add "birthday" as a required field in your [Contact Preference](#) settings. From there you can effortlessly generate an exclusive [birthday coupon](#) to share in a targeted [Email Campaign](#). How about 10% off a package or session? Maybe 15% off an apparel item or protein shake? Build customer loyalty and sales by offering coupons like this for their special day—simple, but effective.
 - o Expiring Packages & Memberships- By using our [Reporting feature](#), you can effortlessly search for expiring packages and memberships to locate people who might be very happy to receive a special offer to renew their package or membership. A special offer might be enough to incentivize clients who may be thinking about looking elsewhere to stick around longer, while at the same time show your appreciation to long-term clients.
2. It's time to go digital! - Did you know you can obtain a digital acceptance of waivers, permission forms, contracts or even policy changes within your facility? You can even notify your customers via email that they have a waiver or document to view and accept. If not, it's time to look at the [Documents feature](#) which will allow you to create, send, track acceptance, and store documents within your [Client Profiles](#) for easy access.

3. Are you a package based facility, but would like to be able to streamline the attendance process and lower the possibility of errors related to completed packages and session usage? The [Simple Membership](#) might be just what you are looking for. Simple Memberships allow you to use the check-in window and automate attendance session usage. No more unintentional "free sessions"!

Happy Learning!!

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

Blog Highlights

Body Language as Communication

Chances are you can remember this exact moment. Think of the last time you raised your hand for a high-five and received nothing in return. It certainly makes an impact and you probably remember the person. This is the power of a bad impression and it can be quite a powerful thing. So, what can be done? You'll be pleased to know the answer is practically effortless. Just like a good pre-workout stretch, opening up your body and standing up straight enables a confident atmosphere for both you and your client. According to a study published by the American Psychological Association, something as small as a firm handshake leaves an impression of extroversion-one of the utmost ideal traits of an entrepreneur. We also recommend keeping those arms unfolded and open for interaction to create an environment of approachability.

Creative Classes = Retention Strategies

You know that TV sitting on the wall, surrounded by treadmills and cycling machines? You can turn that into an event that will keep clients coming back. Choose a popular film or show that you know your clients enjoy and establish common reoccurring situations to use as cues for intense workout intervals. For example, in the holiday film Elf, whenever the character Buddy gets really excited, cyclists and runners would speed up for a five to ten-minute period. In the instance of this example, these types of classes could be a great seasonal feature.

The Checklist: The Health of Your Gym

Nobody wants to think about all these microscopic germs and particles that coexist among us but to have a healthy fitness center inside and out, one must be properly equipped with both the knowledge, products and -oh your facility is well cleaned? Excellent! Now, how much do you spread that information around? It's well worth turning a quick spotlight on the cleanliness of your facility.

Recent Webinars

EZ Essentials - Improved Packages Feature Webinar

Presented by: Michael Granath - Product Trainer

Thinking about opting-in for our completely redesigned Package Plan feature? This webinar recording includes an overview and brief demonstration of the updated feature.

[Watch Here](#)

Additionally, the demonstration was immediately followed by a **Q&A session** by **Michael Vidal, EZFacility Product Owner**.

Still have questions? Reach out to us at support@ezfacility.com.

Upcoming Webinar

EZ Essentials - Presenting the Redesigned Self-Service Feature

Date and Time: Tuesday, May 2, 10:30 AM - 11:30 AM EDT

This webinar will focus on EZFacility's upcoming changes to Self-Service. Topics to be covered:

1. An overview of Self-Service
2. Configuring Self-Service in your TMS Admin
3. Navigating the Self-Service portal

[Register Here](#)

And More!

This demonstration will be immediately followed by a **Q & A session**--so have those questions ready!

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.

[Energie Sud](#)

[COR24 Community Fitness](#)

[Northern Colorado Youth Hockey](#)

[Pineville Ice House](#)

[Full Count Baseball LLC](#)

Upcoming Events



USIndoor Annual Conference & Tradeshow
May 11-13, 2017
Baltimore, MD



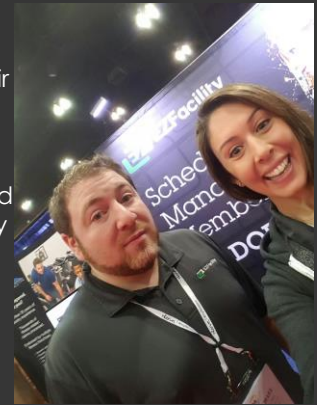
Athletic Business Conference & Tradeshow
November 9-10 2017
Orlando, FL

EZFacility at IHRSA 2017

It was March 8th. The time was 4:30 AM and as the sun peaked over the horizon—our team members, Daina and Mike, set out for IHRSA in lovely Los Angeles. As all travelers are during their longest commutes, they arrived to their destinations tired, but determined to reach their goals. One of them being: hotcakes for breakfast.

If you've never met Daina or Mike, know they are just like you. Dedicated. Hard working. Motivated and early *early* risers. When they arrived to IHRSA 2017 they set up our booth and immediately took to the task of educating curious new faces about our software's capabilities, dependency, and security.

Daina and Michael would like to share their adventure with you:



"It's really fascinating to see how the industry is still constantly growing and evolving. Bringing EZFacility to IHRSA was nothing but a bright, sunny, and warm experience. We met with a great many current and new clients, while also getting great feedback about some of our newer features that I wish I could say more about—you'll just have to stay tuned!"

-Michael

"IHRSA was a great time! It was my first time being at a show that size and I truly enjoyed the whole experience. It was an absolute delight to meet face-to-face with not only prospective clients, but current ones. Because as great and fast phone calls and emails can be, in person communication has its values! Additionally, walking around the showroom and seeing how the industry is growing and changing was both enlightening and motivating. Also, it is, SO much easier to do yoga on a double padded booth floor versus a basic carpet set up. Next time I'll bring my own mat for sure!"

-Daina

©2017 EZFacility, Inc.
www.ezfacility.com

67 Froehlich Farm Blvd.
Woodbury, NY 11797

[Unsubscribe](#) from email communications