

# How World Gym Tucson Enrolled over 1000 New Members Before Their Grand Opening with Club OS and ASF

**World Gym (Tucson)** is one of the newest locations to join the World Gym network and recently hosted its grand opening in Tucson, Arizona. The club partnered with the Club OS/ASF team to determine how best to utilize each platform's features and maximize revenue before they even opened doors to the public. Through a highly proactive approach, Club OS/ASF supported and educated World Gym (Tucson) during the 90-day presale period and beyond, leading to a seamless door opening and rapid growth in just two weeks.



"The combined power of ASF and Club OS has not only elevated our operations but has also positioned us as industry leaders. Thanks to these platforms, we have achieved unprecedented success in our presale efforts, attracting and signing up a remarkable number of new members. We are grateful for the partnership and innovation that have driven our achievements, and we look forward to a future of continued growth and excellence."

-Nathan Germano, General Manager

WORLD GYM



## Driving 1,000+ New Members Before Their Doors Even Open

During the 90-days prior to the club's opening, Club OS/ASF provided a red-carpet experience through collaborating on grand opening strategy and providing comprehensive, onsite training to ensure the gym's staff was well-versed in using the software effectively. This led them to crushing their grand opening goals.

World Gym Tucson utilized Club OS/ASF to run pre-sale marketing campaigns that would help them achieve over 1000 members in the first 30 days. Staff were trained comprehensively in the member management and payment processing tools to ensure that all new members have a remarkable gym experience from start to finish.

World Gym's personal trainers also found the Club OS/ASF platform ideal for scheduling and managing client communication, allowing them to focus on the selling more memberships, overall member experience and training plans instead of getting bogged down in administrative tasks.

# Software Implementation, Onboarding, Training and Launch in 90 days or Less

The in-person training provided by the Club OS/ASF team allowed for seamless onboarding of all staff members. A dedicated Customer Success team were onsite for over a week and were able to provide more in-depth training to the entire World Gym (Tucson) team. This paired with the software's user-friendly interface and intuitive features made it simple for staff to quickly get up and running.

“Both Club OS and ASF were phenomenal partners in their proactive approach, support, and training. They really did a great job in helping us get set up, staying on track and training the staff here. Their teams went above and beyond and continue to provide excellent service and support. We wouldn't be experiencing this early success without them.”

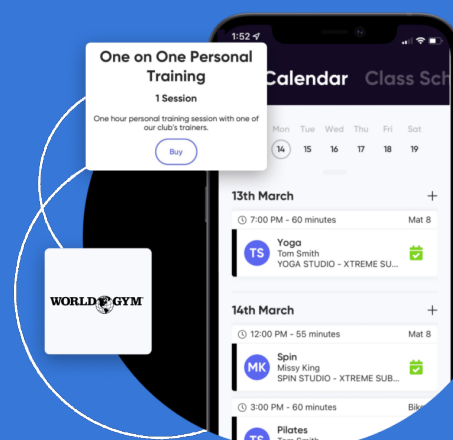
-Phillip Krausch, President of World Gym Tucson

## Unwavering Support from A Partner You Can Count On

The support from the Club OS/ASF team did not end after the grand opening. They continued to provide ongoing support to the gym, meeting with World Gym Tucson's leadership team multiple times per week to address any questions or troubleshoot issues that arose as they navigate owning and operating a new location. This unwavering support played a crucial role in the gym's early success.

## World Gym Tucson's Smashing Success

By leveraging the power of Club OS/ASF's marketing automation to run highly effective text and email campaigns, the gym attracted 1000+ members before opening and surpassed its monthly recurring revenue from enrollments and PT clients before doors even opened. They also increased their already impressive collection rate, while creating a seamless experience for both staff and members. Club OS/ASF's commitment to continuous support and improvement ensures that the World Gym Tucson location will continue to thrive and grow in their community.



Deliver a next-level member experience & efficiently manage your club with our flexible, all-in-one solution.

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