



This case study explores **The Atlantic Club's** digital transformation enabled by **Smart Health Clubs**.

Impact.

40,000

App Launches Per Month

20,000

Bookings Per Month

1,100

Minutes of Video
watched per month



ABOUT

The Atlantic Club is a full-service Health Club operating since 1977 and located at 2 locations in New Jersey - Manasquan and Red Bank.

Manasquan - The Manasquan fitness facilities are nestled on 44 acres and include:

- A world-class fitness center
- Indoor and outdoor pools
- Two tennis centers
- Racquetball courts
- A gymnasium
- Basketball courts
- Kids' summer camps
- And a spa

More than 120 weekly exercise classes including Tai Chi, Yoga, and Pilates.

Red Bank - At the Red Bank health club, there is:

- An indoor pool
- Child care
- A spa
- Fitness center

And a wide range of exercise classes and wellness programs to suit all ages and fitness levels including - Personal Training, Kinesis, Yoga, and Pilates.





THE CHALLENGE

The Atlantic Club approached Smart Health Clubs in July 2020 with a few challenges and problems that they were facing.

They needed:



A Custom Branded app - To showcase every offering/service they had at their full-service club - such as Nutrition, Personal Training, Group Exercise, Aquatics, Spa, Racquetball and Kids Club..



A platform to handle bookings and reservations - For Group Exercise and Aquatics. Wanted to give members the ability to book specific swim lanes and training classes.



A robust Instructor Substitution software solution - to go along with their long list of classes and instructors allowing a smooth flow of substitution requests and payroll updates.



On - Demand Video Content - They wanted the videos to be available on the Mobile app.



SHC Partnership with Les Mills - They showed their interest in the new SHC Partnership with Les Mills to enhance their virtual portfolio.





MEET THE TEAM



Kevin McHugh
Chief Operating Officer



Kristin McConnell
Marketing Director



Jan Vays
Senior Director - Finance



Laura Larkin
Group Fitness



Kathy Guibord
Senior Director



The Atlantic Clubs chose the following SHC modules:

Booking and Attendance

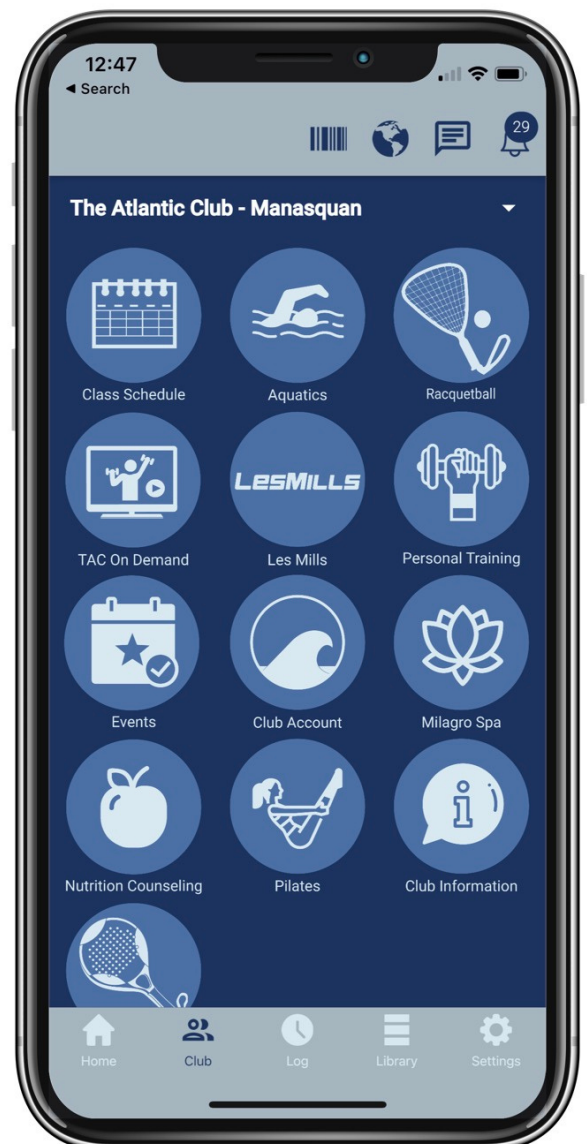
Instructor Substitution and Payroll

Les Mills

On-Demand Video

With the Smart Health Clubs Base App, The Atlantic Club finally had a single app that allowed them to present every offering that they had at their full-service club. It has beautiful media elements, data points, and calendar pages with details of :

- All Personal Trainers in their Personal Training department
- All Instructors and Classes that were offered in the Group Exercise department
- All offerings in the Aquatics, racquetball, and basketball departments including showing open Swim Lanes, Racquetball, and Basketball courts.
- All other offerings they had were using SHC's virtual departments that allowed The Atlantic Clubs to link sections of the app to external URLs such as their Website, Reward Programmes, and their Spa Website.

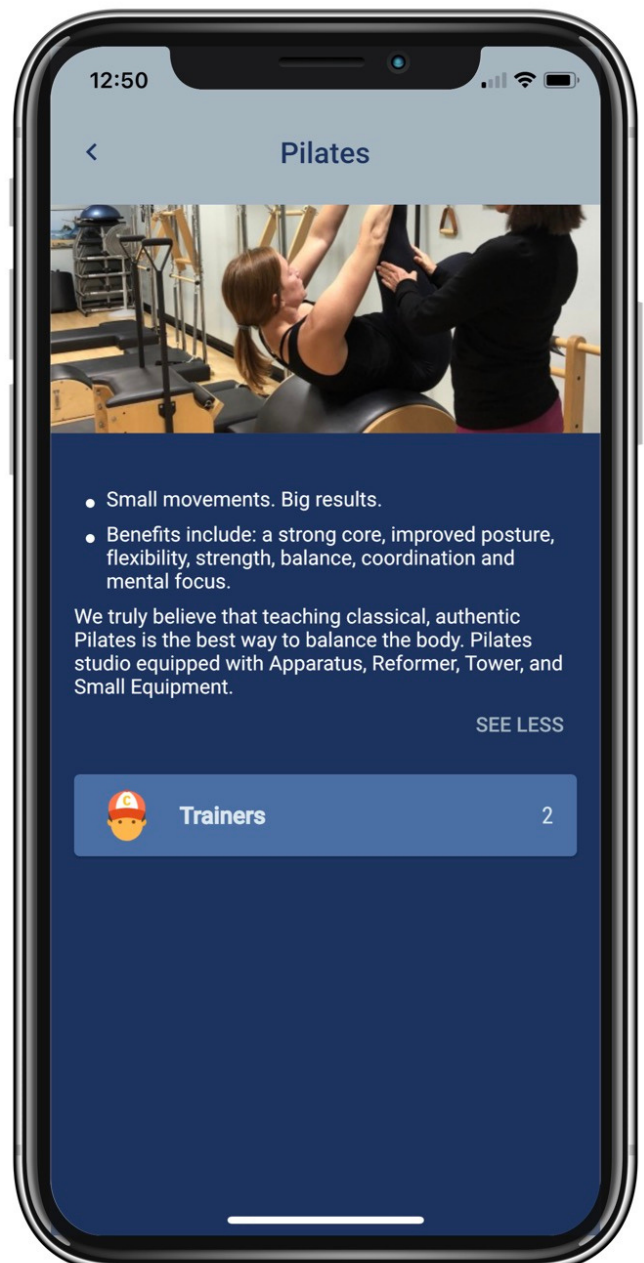
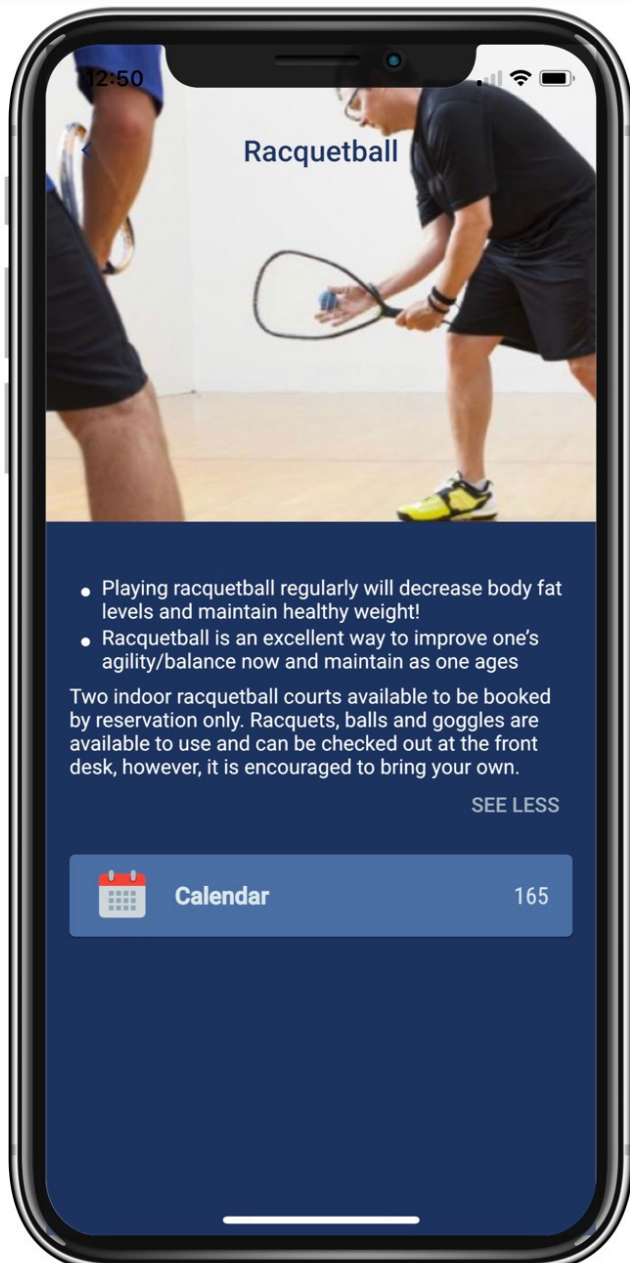




BOOKING AND ATTENDANCE

The Atlantic Clubs worked very closely with SHC in order to set up Group Ex Class bookings, Aquatics Bookings, and Racquetball Court Bookings where SHC had multiple opportunities to enhance the Booking and Attendance policies section to include -

- Department-specific booking rules
- 3 types of waitlists
- Attendance reminders
- Guest Bookings
- Special rules to allow for Aquatics Trainers to reserve swimlanes in advance for lessons.

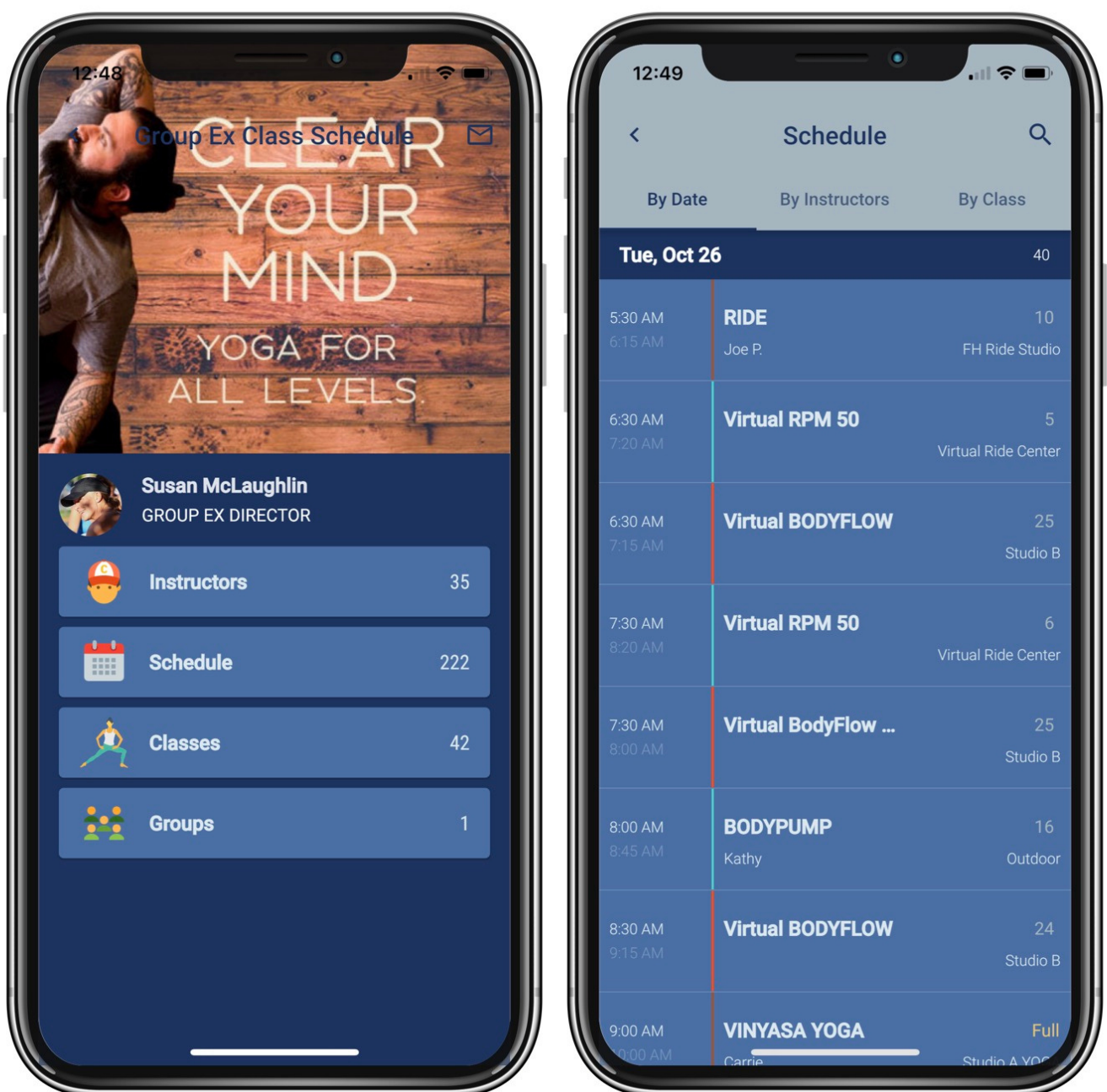




SOLUTION

The Atlantic Clubs now had a single software that allowed Group Exercise instructors to:

- Request substitutes
- Find volunteers
- Update the calendar
- Update payroll reports with appropriate changes with the Instructor Substitution and Payroll section.

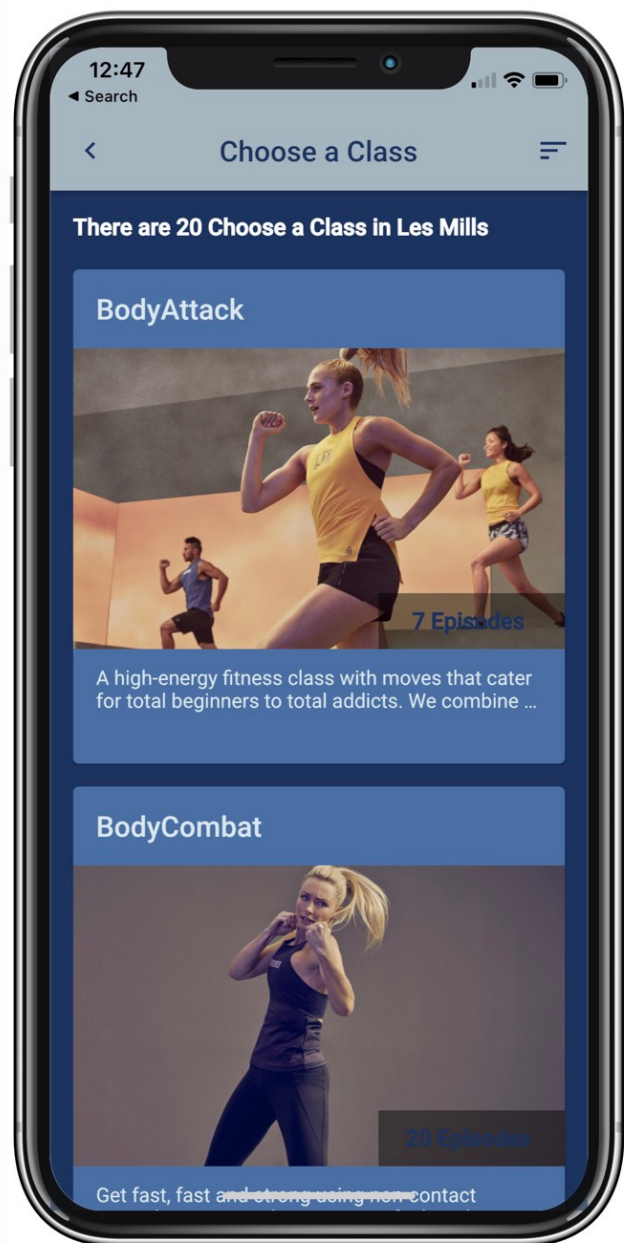
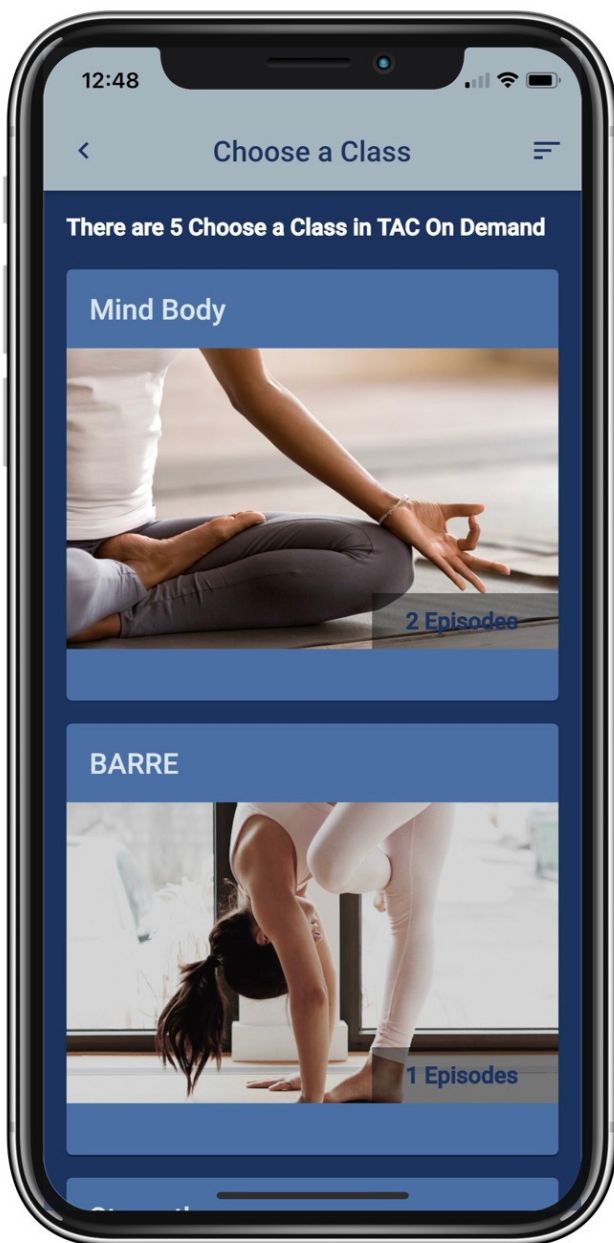




SOLUTION

The Atlantic Club also wanted to grow their Virtual Offerings and create a portfolio of 2 types of content:

- Familiar instructors creating video content from the club allowing members to have a personal experience with On-Demand Videos on the platform. This was possible with SHC's On-Demand Video module.
- Professional Studio content for members to have an enhanced at-home workout experience which was facilitated by the SHC and Les Mills partnership allowing TAC to show Les Mills content on the app.





WHAT WAS THE EXPERIENCE WORKING WITH SMART HEALTH CLUBS LIKE FOR THE ATLANTIC CLUB?

LET US HEAR FROM KEVIN MCHUGH, COO OF THE ATLANTIC CLUB

Utilising our Smart Health Clubs App, The Atlantic Club has been able to have a comprehensive reservation system involving all of our pools as well as our live and virtual classes throughout the week.

In the near future, we are working with the Smart Health Clubs team to integrate our new virtual platform as well as additional communication opportunities for our members.

Smart Health Clubs has played an integral role in how we were able to successfully navigate these challenging times with Covid-19.

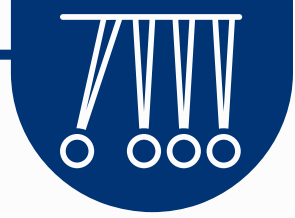
Lastly, our members embraced the Smart Health Clubs app which has been a major win for the Atlantic Club. From our younger members to our active seniors. Due to its simplicity to understand and ease of use.

Thank You Mike And Praveen!



Kevin McHugh

CHIEF OPERATING OFFICER
The Atlantic Club



IMPACT

At present, The Atlantic Club has been using the SHC platform for about 16 months now. Here are some analytics:

40,000

**APP LAUNCHES PER MONTH
(1333 PER DAY)**

20,000

**BOOKINGS PER MONTH
(666 PER DAY)**

100

**SUBSTITUTION REQUESTS PER
QUARTER (1 PER DAY)**

140

**ON DEMAND AND LES MILLS
VIDEOS**

1,100

**MINUTES OF VIDEO
CONSUMPTION PER MONTH**

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