Business Intelligence (BI) Dashboard

Real-Time Reports On Your Club's Performance

As a club owner, you're collecting information about your members and the way they use your gym on a daily basis. But are you utilising it in your decision making? Our Business Intelligence (BI) Dashboard provides you with at-a-glance reports showing you everything going on under your club's roof, so you can make smarter decisions with your business.

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ASHBOURNE
MEMBERSHIP MANAGEMENT

Better Data Helps You Make Better Decisions

Crunching the numbers and tracking metrics isn't everyone's idea of a good time. But if you're serious about growing your fitness business and looking to make this long-term, then you need to turn your attention to thinking about the data you can track which could lead to a positive impact on your business.

By identifying key metrics, it enables you to truly identify what is working and not working within your business, so you can then make conscious decisions for the benefit of your business' future.

To show you business intelligence in action, we conducted a review of the daily usage of our gym "The Fit Club Redditch". We discovered that while our customers frequently requested 24-hour access, only 5 out of 1,500 members actually used the club during our night hours. We used this information to half our opening times, save on staff, cleaning and electric costs – all without losing any members simply because we had the data to prove it.

The BI dashboard allows you to create custom and pre-set reports, to show your income, member numbers and how they use your club in a heartbeat, so you can make better decisions for how to improve your business, all while cutting costs where you need to.

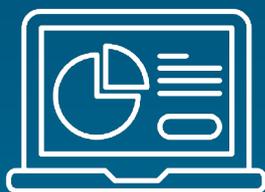# Ashbourne Membership Management Can Do It All For You

Ashbourne Membership Management has designed a practical and simple club dashboard specifically for gyms like yours. Since all our systems are connected, you can grab your club's key data in real time from any device allowing you to check your dashboard, download reports and properly communicate with your most valued members.

Just a few of your reports include:

- Number of entries across a 5-day period
- Your most popular classes that month
- Your top 5 membership types

- Direct Debit status of all members (live, defaulted)
- Age ranges and gender analysis of all members
- Number of signups in chosen time frame

Real-Time Reports

Get real-time reports on every single thing that is happening in your club. From the number of new sign-ups to discovering your retention rate, you can see it all clearly on the BI Dashboard.

Inbuilt Mail Tool

Your dashboard comes with your own in-house email builder, so you can create slick and professional emails to communicate with any of your members in minutes.

Build Customer Engagement

Ashbourne's club dashboard allows you to keep extensive notes on all of your members, so you can keep up with how they're progressing and let your customers know that you care.

We're Ready To Help You Build Your Perfect Club!

Get In Touch For Further Details

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