# zenplanner

# CHECKLIST:
# 9 THINGS YOUR AFFILIATE GYM SOFTWARE MUST HAVE

Selecting software for your box is a big decision. Whether you currently have box management software in place or you're purchasing it for the first time, the search may seem overwhelming at times. Follow the checklist below when analyzing providers to help select the software that will work best for the unique needs of your business.

☐ **1. Comprehensive Features**

Make sure each provider offers comprehensive software with features your business needs. Specific features to look for include:

- A mobile app so your athletes can view your calendar, reserve their spot in class, pay bills and track WOD results on their own.
- A Staff App to simplify athlete check-in's and resolve unpaid bills or other alerts on the spot.
- Automations to build relationships with current and prospective athletes.
- In-depth reporting and business tools aimed at helping you grow.

☐ **2. Straightforward Pricing**

It's important to find a provider that offers comprehensive software at a price that fits within your budget. When examining pricing, ask:

- How does the monthly pricing structure work?
- Do they charge per athlete? If so, how much do they charge and is there a cap for when you expand?
- Do they require a contract?
- Do they charge additional fees to use certain features? If so, how much?

☐ **3. Reliable Payment Processing**

Automated billing and payment processing is a win-win for both box owners and their athletes. Be sure to ask:

- Do they have payment processing partners? If so, are their partners in your country?
- Is there a setup or monthly gateway fee?
- Does the payment processor offer competitive, stable rates?

☐ **4. Athlete Self-Service**

Offering convenient self-service features enhances your athletes' experience and can help with retention. Ask:

- Do they offer the ability for athletes to reserve their spot in class, pay bills, check-in to class, sign up for memberships and track WOD results on their own?
- Is the software easy for athletes to use?
- Can athletes update account information, such as their phone number, address and profile photo on their own?

☐ **5. Integrated Websites**

Providing websites that are fully integrated with the software gives you a complete pairing of your marketing and business management tools. Make sure to ask:

- Do they offer fully integrated websites with forms to drive more prospective athletes to your business?
- Do the sites contain engaging content and beautiful imagery that represent your brand?
- Do they have important features like SEO components and responsive design so they display properly on all devices?

☐ **6. Complimentary Onboarding**

When you select a solution, there's a lot you'll need to learn in order to take full advantage of it. Make sure to ask:

- Do they offer complimentary Onboarding sessions when you sign up? If so, how many?
- Are these sessions recorded, so you can train future staff members?
- Do they offer additional sessions, for more in-depth training, once the initial sessions are complete? How much is each additional session?

☐ **7. Responsive, In-House Customer Support**

At some point, you'll have a question and will need assistance from the provider's customer support team. Find out:

- Do they offer phone and email support from an in-house team?
- What is the average response time for this team?
- Does the customer support team have a positive satisfaction rating?

☐ **8. Strategic Business Resources**

Affiliate gym software companies work with thousands of boxes around the world, which gives them incredible insight and learnings. Ask the following questions:

- Do they offer resources such as helpful guides, eBooks and checklists aimed at helping you grow your business?
- Do they actively blog?
- Do they offer live webinars for business owners to attend?

☐ **9. Live Demo**

As much research as you might do, it's vital that you see the solution in action before making a decision. Be sure to ask:

- Do they offer a free live demo with a Software Specialist?
- Is the demo recorded in case other staff members cannot attend?
- Do they also offer a free trial of the software so you can explore the tool before making a decision to purchase it?

**About Zen Planner**

Zen Planner makes fitness businesses wildly successful – to transform the hearts, minds and bodies of their communities. Our comprehensive, customizable box management solution provides you with the necessary tools to take your business to the next level, enabling you to spend less time behind the desk and more time with your valued athletes. With integrated payment processing and billing, automations, attendance tracking, Staff and Member Apps, in-depth reporting and much more, you have everything required to grow the business you've dedicated your life to building.

**To see our software in action, schedule your demo with one of our Software Specialists today!**

**SCHEDULE YOUR DEMO**