

**LOCATION**

Trenton, Texas

WEBSITE

www.p31fitness.com

INDUSTRY

Physical Fitness & Health

PRODUCTS USED

Salesforce Sales Cloud
 Salesforce Partner Communities
 Salesforce1 Platform

INTEGRATION

Paypal Integration

RESULTS**P31 FITNESS**

P31 FITNESS IS A GROUP OF FRANCHISES THAT ARE ABOUT EMPOWERING WOMEN OF ALL AGES TO EXPERIENCE FREEDOM MENTALLY, EMOTIONALLY, PHYSICALLY AND SPIRITUALLY THROUGH A UNIQUE FITNESS ENVIRONMENT.

Each organization brings women from different walks of life together to encourage and support them in all areas of health and fitness.

THE CHALLENGE:**SUPPORTING INDIVIDUAL FRANCHISE WITH A CENTRAL SYSTEM**

P31 Fitness was experiencing significant growth as new franchises were joining the P31 Fitness family and membership was increasing dramatically across existing franchises. Multiple organizational processes were being managed across disparate, unrelated systems. There was no central repository for P31 Fitness corporate to track key franchise, employee (trainer) and membership information – processes that included:

- New Hire & Trainer Certification
- Franchise & Territory Management
- Class Management & Membership Registration

Neither Franchise Owners nor P31 Fitness corporate was able to produce meaningful real-time metrics or reports. Producing class rosters, tracking member participation and communicating with trainers was a time consuming, manual process.

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WITH SMBHD AND SALESFORCE WE HAVE BUILT A CENTRAL SYSTEM THAT ALLOWS OUR ORGANIZATION TO BETTER SUPPORT OUR MEMBERS AND FRANCHISE OWNERS. WE NOW HAVE BETTER INSIGHT AND VISIBILITY INTO ALMOST EVERY ASPECT OF OUR BUSINESS THAT WE NEVER HAD BEFORE.

- RACHEL CURTIS, CEO & FOUNDER, P31 FITNESS INTERNATIONAL



THE SOLUTION:

AUTOMATING AND CENTRALIZING THE PROCESS

Working with SMBHD P31 Fitness implemented Salesforce Sales Cloud for P31 Fitness corporate users along with Salesforce Partner Communities for Franchise Owners. Leveraging the Salesforce1 Platform SMBHD expanded the use of the system to include online class registration and a mobile-enabled trainer portal.

- Online registration with PayPal integration allows for member management and tracking of class rosters across all of the P31 Fitness franchises
- Tracking trainer payroll by class, franchise expenses and franchise royalties gives both franchise owners and P31 Fitness executives real-time metrics into key financial data
- Improved process for hiring and processing P31 Fitness trainers allowing corporate to effectively communicate with P31 Fitness franchise owners
- A P31 Fitness Trainer Portal allows trainers to access member data for their classes and track member participation by class in a central system

Trainer Portal

LAST NAME

P31 FITNESS EMAIL

TRAINER ID

SUBMIT

Trainer Portal

6:30pm Weights/Cardio

DETAILS

Session: 2015 - January (1/5-1/31)
Dates: 1/4/2015 - 1/31/2015

Alicia

Goal: I want to be healthy and fit in 2015!
Medications: Metformin
How can we serve: encouragement & support
Medical Issues: Heart Issues, Asthma, ...

Amanda

Goal: N/A
Medications: N/A
How can we serve: keep focused
Medical Issues: None, ...

Andrea

Goal: get healthier
Medications: N/A
How can we serve: keep focused
Medical Issues: ...

Avery

Goal: Medications: N/A
How can we serve: ...

Each Session Lasts 4 Weeks
Get notified by signing up for class registrations.
Refund/Credits are only awarded in the case of an injury.
Class are subject to the availability of the room, subject to a discount code, visit@p31fitness.com
Please include the time and date you are wanting to attend in your email.
This form is not optimized for iPad. We suggest using another device to register.

Class Search

Search: 2015 - March (3/2-4/1) | Location: Tarrant, TX | Search

Search Results

CLASS OPTIONS
Save 15% on each class when you select more than one class!

Select	Name	Days of Week	Trainer	Cost if attending this class only for the month	Cost if selecting more than one class for the month
<input type="checkbox"/>	6:15pm Cardio Treadmill Free Airs Gym - 100 Salem St Tarrant TX 75460	Tuesday, Thursday	Elsha Shelley	\$35.00	\$29.75
<input type="checkbox"/>	6:15pm Integrated Cardio at Tarrant Free Airs Gym - 100 Ballentine St Tarrant TX 75460	Monday, Wednesday, Friday	Rachel Celia	\$55.00	\$42.50
<input type="checkbox"/>	6:30pm Integrated Cardio with the q1 Tarrant Free Airs Gym - 100 Ballentine St Tarrant TX 75460	Monday, Tuesday, Thursday	Nicole Latta	\$55.00	\$42.50
<input type="checkbox"/>	6:30pm Core Rehab PRC Gym 20017th Copperfield(2) - 302 2nd St Tarrant TX 75460	Monday, Wednesday, Thursday	Tasha Dorothy	\$55.00	\$42.50

THE RESULTS:

A TRUE CENTRALIZED SYSTEM BASED ON SALESFORCE.COM

SMBHD configured and customized P31 Fitness's Salesforce environment to support a centralized corporate system, which allowed the organization to decommission disparate legacy system. Both P31 corporate employees and Franchise Owners are now able to access key membership and financial metrics to help ensure the success of every Franchise – and as a result, help ensure that success of every woman that P31 Fitness supports.

SMB Help Desk is an award winning IT consulting organization specializing in delivering innovative cloud-based technology solutions to small and medium sized businesses. SMB Help Desk provides consulting services on Salesforce® solutions, Microsoft solutions including Office 365 and Azure, Infrastructure support, and a full service managed IT services offering.

For more information visit: <http://thesmbhelpdesk.com/>.

