

Smarter WiFi Customer Case Study



Snap Fitness is one of the world's premier gyms. Working with Smarter WiFi has been able to give their gyms that digital edge and provide members with seamless social WiFi.

“Snap Fitness are a great customer of Smarter WiFi. They love our system and all its benefits and in return they provide us with referrals to their partner businesses.

Smarter WiFi Sales Director

77

Customers at Snap Fitness sites can now enjoy seamless social WiFi login whilst at the gym. This also enables Snap Fitness to email out training schedules and classes to all its members.

Challenge

Before January 2019, Snap Fitness franchises had no guest WiFi solution in place but their team recognised the many benefits that would come with a social WiFi service like Smarter WiFi.

The main selling point that caught the attention of Snap Fitness was the data capture feature. Our data capture platform allows the Snap Fitness to understand analytics behind their members and use this for marketing purposes.

WiFi is an important aspect for many businesses and consumers. Snap Fitness recognised this demand and wanted to provide it to their members; whether they use it for watching gym tutorials or posting gym selfies, social WiFi was the best option to ensure members and staff benefit.

All data provided needed to be GDPR compliant and be accessible to different franchises from one platform.

Solution

We installed access points into 2 of Snap Fitness' franchises; Sheffield and Carlisle.

Customers can now log in to the WiFi through social media channels Facebook and Instagram or can use a quick and simple registration form. This seamless social WiFi ensures members' journeys are as seamless as possible

Snap Fitness have managed to capture the data of over 600 users in their first 8 months. Using this data they have created email marketing campaigns to advertise their individual classes and timetables within the gym.

Using a social WiFi platform like Smarter WiFi allows all of their marketing, capture and CRM to be in the same place, making it easier for the franchises to execute marketing campaigns.

The Future

There are many plans to work further with Snap Fitness franchises. We will continue to help them with all the features on their online portal.

Using the portal Snap Fitness can gain analytics and reports based on their customer base. This allows the business to understand their demographics and who is using the WiFi in the gym. This can be used to help Snap Fitness gain insight into the type of people who use the gym.

Looking into the future this data can be used to determine their customer base and target audiences.

Snap Fitness are a great customer of Smarter WiFi and we look forward to expanding our relationship with their franchises.