



Success Story



CAS <sup>®</sup>genesisWorld

XRM and CRM for small and medium-sized enterprises



# Fit CRM/XRM for healthy relationships

You would be hard pushed to find another company who can get their customers moving the way Pfitzenmeier does. More than 180,000 members train throughout the premium Pfitzenmeier-group resorts of: Venice Beach, Fitcamp, and Fitbase. For individual relationships, the company relies on the personal touch – supported by fit CRM/xRM features from CAS genesisWorld.

The year is 1977: Star Wars just launched in cinemas everywhere, German railways just decommissioned their last steam trains and in his parents' garage, a strength-training obsessed young man was building fitness equipment out of scrap metal. What began 40 years ago with self-made barbells, is now an empire with more than 50 gyms which has established Pfitzenmeier as the No. 1 fitness company in the metropolitan Rhine-Neckar region.



But that's not all: With integrated AquaDomes, feel-good saunas, supervised children's areas and their own therapy centers, the Premium Resorts from Werner Pfitzenmeier, throughout Germany, are the very epitome of fitness, wellness and health itself. Amateurs and professionals alike all train under one roof. "One day, you might find yourself on the



## Industry

Fitness Resorts

## Objectives/Requirements

- Deploy a CRM/XRM solution which includes an integration to IBS, purchasing, cooperation management, personnel, recruiting, training, sales and marketing
- Enable own process design and avoid the use of stand-alone solutions, ensure that all customer information is available at the touch of a button
- Ensure a secure intranet area, for example, interface to online courses, digital holiday management
- Integrated asset management - administration of fitness equipment, company car pool and IT infrastructure

## Benefits and advantages

- Ability to design own processes eases the burden - processes can now be adapted to best suit daily workflow
- Members can be informed more precisely, for example, of relevant course information or event notifications
- Improved personnel administration: Better private data handling, for example, when recruiting and clearer views of internal education and training requirements
- Seamless integration to the ERP system: Digital management of equipment use, cashless payments and even tracking of shake and solarium sales

treadmill training alongside one of the top athletes from the Rhine-Neckar Lions, a top handball team from the German Bundesliga, or an ice-hockey player from the Mannheim Eagles might be training next to you on the stepper", states Harry Krüger, Chief Information Officer (CIO) and CRM Project Manager for the Pfitzenmeier Group while describing the family atmosphere in the studios.



## Healthy growth – but how?

Companies who expand successfully, are faced with managing a lot of personal relationships – no matter whether they are new members or existing customers. "It goes without saying that our employees who are dealing with customers directly in the studios are the deciding factor", explains Harry Krüger from daily experience. "From course instructors to studio managers, your position in the team will always bring you into direct contact with our members, as a result, it's vital to ensure that the time they spend in our resorts is as pleasant as possible".

## Full CRM power

To support personal relationship management and achieve personal goals, Harry Krüger (CIO) set out to find a software solution that could manage this key aspect reliably as well as; keep people at the center of focus and strengthen the emotional ties to both the local studio and to the market in general. "We wanted something with the full power of a CRM/xRM solution – and not just a few additional functions tagged on to a third-party system", emphasized Krüger. "It was clear to us from the beginning that to best serve our members we would have to design the processes ourselves and avoid using stand-alone solutions. And of course, when dealing with 2,000 courses and workouts a week, such a solution would have to be just as lean as those who are long-time fans of our studios", smiled the CIO. In CAS genesisWorld he found the perfect solution that could deal with the required quantities of data in the form of individual information when addressing the respective members – for example via e-mail or in a personal consultation.

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Interface to Intratech (IBS)

### Customer

- Fitness Park Verwaltungs GmbH, [www.pfitzenmeier.de](http://www.pfitzenmeier.de)
- Currently with more than 50 facilities in the metropolitan region of Rhine-Neckar, the Anterior-Palatinate and along the Bergstraße (historic German trade route) and with more than 180, 000 members, the Pfitzenmeier group of companies is not just the regional leader, but also the leading company for wellness, fitness and health throughout Germany.
- Established in 1978 - first fitness club opened

### Project partner

- CAS Software AG, [www.cas.de](http://www.cas.de)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support

## „Keep IT Simple“

CAS genesisWorld was implemented in 2013 using considerable data stock, since then it has been used live throughout the business. In the meantime, more than 700,000 contacts and more than a million contracts have been saved in the solution. "We validate the facts: Courses, work-outs, data



records and contracts. As a result, all customer information is available at the touch of a button. Additionally, we have also created our own data records".



» With CAS genesisWorld we have the freedom to tailor the processes to suit our own daily workflows and processes. «

Harry Krüger, Chief Information Officer

Harry Krüger really appreciates CAS Software. "It's a lot of fun working with the CAS Team, we take ambitious requirements from our business and simplify them according to the 'Keep IT simple' principle, so that our processes work smoothly – both at headquarters and also in the individual studios".

### Efficient internal organization

Simultaneously, the intranet module –Teamworks – included in the Platinum Suite, is also a huge help with internal organization. Data protection is the top priority at Pfitzenmeier. Every employee is given access to a suitable online course. In addition, all important information and documents are available centrally, as well as a complete Asset Management function which provides an up-to-date overview of the valuable fitness equipment, other integrated tools include IT infrastructure management and a system for managing the company's own 40-vehicle fleet. Contract management is used in purchasing and cooperation management. CAS genesisWorld also really shines when used in the areas of personnel, recruiting and for internal education and training, providing details and clear overviews of what's on offer and making the application and contact process much smoother. All relevant information on developing staff

potential is available to the responsible employees in a protected area. And of course the employees also benefit from being able to manage their holiday allowance digitally.

### Valuable extra information

Using the integration to the third-party system from Intratech (IBS), the CRM solution is connected to the existing operative system and the ERP system. The system manages all of the following digitally: studio entry, equipment use and cashless payment as well as when customers buy a fitness shake or use the solarium. Via the interface users can access relevant information such as how often a customer used a certain studio. "At headquarters, we can use this extra information to inform members in a more targeted manner, for example, we can notify them of courses or events at their respective studio or in their area that they might be interested in". added Krüger.

### Consistent support for new openings

CAS genesisWorld does not just provide support for individual customers, but can also be used to implement general marketing campaigns, for example, when considering the end-to-end impact of funds used, such as coupons. It is particularly exciting when a new resort opens. For local announcements, a central store of customer information is simply essential to ensure that the right people are contacted. The Geomarketing module uses visualizations to show, which studios have acquired new contracts and where members train. "Thanks to the integrated geomarketing features, we know where we should place external advertising for the most impact and also where else it might be worth us mentioning that a new resort is opening soon. This enables us to measure the visibility much more accurately and thus perfect our activities for future business".

## Customer Centricity: Personal assistance

After a successful opening, the CRM/xRM system also plays a significant role in the personal consultation meeting on site. We specifically use CAS genesisWorld to assist us during the personal consultation with a new member. "We do not just set customers goals and then leave them to struggle with them alone". In addition to their on site customer care, we also send new members regular e-mails packed full of important information at the start. "We are delighted to accompany our members on their training journey and celebrate their training success with them, and we appreciate the direct feedback and the opportunity to exchange ideas with them", says Harry Krüger. "Consequently, we invite our new members to complete a personal satisfaction survey after the first four weeks."

## Conclusion: Mindfulness is the difference

There is no doubt that the Pfitzenmeier Gruppe has found the optimal way into a member-centric future thanks to CRM/xRM and digital relationship management. CAS genesisWorld helps companies to focus on what really matters: In our case,

maintaining exclusive contact to our own members remaining happy, mindful and open-minded towards change and, last but not least, realizing your own dreams and visions. "We still have a lot we want to do – for example, integrating CAS genesisWorld into our existing Fitness app. So that in future, our members can enjoy access to even more information which is precisely tailored to them.", explains Harry Krüger, "We are delighted to have such a strong solutions partner in CAS Software AG at our side, and we look forward to a bright future together."



Werner Pfitzenmeier had already collected so many valuable impressions of the budding fitness industry in the 70s after being inspired by training with Arnold Schwarzenegger, and after swapping ideas with aerobic and fitness queen, Jane Fonda in Los Angeles - as well as spending time in many other fitness studios around the world. At just 17 years old, this visionary developed his dream: A completely stand-alone studio concept, which he developed, step-by-step over the years and which is still being perfected today. The specialist magazine, "body Life" awarded the company founder the "Lifetime Award" which is also known as the Oscar of the fitness industry.

Werner Pfitzenmeier



More testimonials:  
[www.cas-crm.com/references](http://www.cas-crm.com/references)

Find out more



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