Conversion Calendar: Onboarding to ABC

Ensuring Success to First Bill
Date and Beyond

Switching member management systems can be disruptive to your business, your staff and your members. With any software implementation, there are always unforeseen challenges. When that happens, you want an expert partner that can help you address any hurdle.

The goal of this *Conversion Calendar* is to outline how ABC's trusted team and established process makes onboarding easy for you and your staff. We not only guide you through each step in the process, but we also identify and capture hidden revenue sources. In addition, you'll learn how we:

| Train your staff so they can remain focused on your members | Clean up bad data from your legacy system so you get accurate reports | Improve cash collected in the first 90 days by 5% |

Week 1: Kickoff

- Within 72 hours of signing, we'll set up a kickoff call. Your dedicated onboarding team will be assembled, including a Product Implementation Manager, Training Manager, Data Conversion Analyst, and Onboarding Account Executive.

  - **Onboarding Account Executive: This is your Project Manager.**
  - **Product Implementation Manager: Responsible for product configuration and setup.**
  - **Data Conversion Analyst: Responsible for importing your data and converting it into your new system.**
  - **Training Manager: Works with you on hardware configuration and software training.**

- Estimated project timelines will be established to meet your goals.

- Conversion interviews will be scheduled where the ABC onboarding team will ask questions about how you're currently running your business. We'll work to understand your current pains so that we can ensure to not only implement for success, but also for how you'd like to run your business moving forward.

WEEK 1
Kickoff

SUN	MON	TUE	WED	THU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Week 2: Data Discovery, Data Retrieval, and System Analysis

- Once we receive your club's sample data, our team will spend about 3 days performing a comprehensive data review and cleanse.

- From our discovery process, we can help 99% of clubs identify hidden revenue from sources such as:

  - **Members that have been checking in for free that should be billed.**

  - **Billing abnormalities, including members that are being charged at an inappropriately discounted rate or family members that are coming in for free and should have their own accounts.**

  - **Incorrect billing rates across membership types.**

- Estimated project timelines will be established to meet your goals.

- In week 2, we'll also analyze your third-party services to help understand integrations that need to be set up with current partners. Our open API allows our team to easily integrate with your current technology partners and, we can recommend trusted ABC Certified Partners as needed.

During a recent onboarding, one client identified 200 members that were in their previous system as trial members, even though their trials had long expired. With an average membership price of $25, that meant an additional $5,000 in billings every month!

WEEK 2

Data Discovery, Data Retrieval, and System Analysis

SUN	MON	TUE	WED	THU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Week 3: Configuration Validation

- Your club will get a demo of your new solution, fully configured based on the inputs received from Week 1.

- Our team will gather feedback from this demo and incorporate any additional modifications and configurations to match how you'd like to run your business moving forward.

WEEK 3

Configuration Validation

SUN	MON	TUE	WED	THU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
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Weeks 4-7: Optimization

- Software training will be scheduled a week in advance of going live with the software – this will allow staff to acclimate to the new system before billing your members for the first time.

- Based on our completed discovery and implementation, the ABC team will model and share what your billing projections will look like moving forward. We will work with you to analyze and set goals to compare after a full month of billing.

- You have the option to launch! At this point, it's possible to start using the ABC solution before your first bill date.

- Before the first bill date, your onboarding team will use our credit card updater to refresh member credit card data, providing an instant boost to revenue by capturing past-due amounts your prior vendor couldn't collect.

- Our onboarding team will continue providing support for the next 30-45 days to help you pivot and support continued training.

MONTH
01

WEEKS 4-7
Optimization

SUN	MON	TUE	WED	THU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
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Week(s) 9-11: Overall improvement

- Initial retrospective: we'll review your first month of billing with you to compare your collected revenue results with the projections from your onboarding team.

  - **In the first 90 days, you can expect to see a 5% improvement in cash collected.**

- The onboarding team will introduce you to your ABC client team, including your Client Success Manager.

- Congrats! You're officially an ABC client.

WEEK(S) 9-11

Overall Improvement

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

ABC
FITNESS SOLUTIONS

Ready to get started?

Let's talk about how we can make your transition to ABC seamless.

LET'S TALK

866-364-4596 | abcfitness.com/lets-talk

Our core is your strength™