



udio

5 reasons your sports club is losing you money

And why you should be embracing sports club management software.

#1

Your system is disorganised

How do you plan your weekly timetable, add students to classes and process payments?

If you answered 'manually' to any of the above then you're wasting too much time (and money) on something that could take you minutes.

With sports club management software, you can plan your term-based or monthly schedule, while also covering important class information, such as:

- Class capacity
- Days, intervals & duration
- Coach and supervisor allocation
- Student bookings

You can then raise fees and sit back as the system does the rest. Ticking all the boxes for a smooth, streamlined and stress-free process.



#2

Productivity is low

Let's do a quick audit.

On average, how much time per week do you spend:

- Managing customer bookings and answering queries
- Class admin (e.g. replacing coaches, planning timetables, taking attendance, updating student progression, etc.)
- Enrolling new students
- Raising fees & processing payments

A digital system typically saves you 4-5 hours a week in admin - imagine how much your productivity would increase if you had an extra hour each day!

Aquatic education leaders, State Swim, have saved **8+ hours of admin time a fortnight** since going digital, allowing them to focus more on customer interactions. With less time spent on manual data entry, State Swim boosted operational productivity and have **saved around \$120,00 per year in staff costs.**



You don't want to invest in a long-term solution

You might be thinking 'there's no need to change what isn't broken' and we hear you. But using an outdated system is not only inefficient, but it will restrict your sports club from being able to grow.

The good news is that sports club management software is designed to suit all business sizes, with a range of pricing models to fit your budget. And although it sounds like an expensive investment, it will save you money in the long run.

Consider customer bookings - by introducing an online portal that syncs with your digital system, you can reduce staff overheads by enabling customers to manage their bookings and payments, 24/7.

The same goes for communication - being able to set up automated emails removes multiple manual steps (such as identifying unpaid invoices, tracing them back to the customer and then contacting them via phone), increasing your cash flow and saving you hours in staffing costs.



Having the ability for customers to manage their own bookings and check themselves into lessons has enabled us to shift our resources to other areas of the business. This, in turn, means we can offer a better level of service to our customers and more support to our staff.

Lis, Operations Manager at Hilton Brown Swimming

You're not providing the best possible customer service

People who have grown up in a tech-savvy world expect every interaction with a business to be both seamless and personal. If you make it hard for them, they'll go elsewhere. Similarly, if you're too caught up in admin to prioritise customer interactions, they'll feel neglected and go elsewhere.

Understanding the importance of customer satisfaction, most digital management systems are designed with your customers in mind and can include:

- Online booking portal to empower customers to manage their account
- Automated payment options to reduce queues at reception
- A widget identifying which customers are celebrating a birthday that week so staff can wish them a happy birthday
- Personalised email templates that are automatically sent following certain triggers, such as a new booking or successful payment



We noticed a massive 15% increase in our customer satisfaction, with 87% of customers now paying directly through our class booking software.

Ben, Chief Operating Officer at State Swim



Processes are inefficient

The trouble with using an outdated system is that down the line, it can be near impossible to find things.

It can take hours, (five per week in fact, [according to a survey by IDC](#)) to search through folders to find the information you're looking for. As well as locating documents, time is also wasted managing the filing system, conducting data checks and training admin staff, complicating the process unnecessarily.

Whereas, with a digital system, all your past and current records are easy to locate in just a few clicks - from a simple student search to an invoice raised five years ago.

”

This product has made me confident in doing my administration work whilst minimising my time at my computer.

Jared, Head Coach at NewSPORT





Conclusion

Sports club management software can save you time and money while increasing your operational efficiency. It may seem like a big investment but the return is often much greater than the spend. Udio, for example, can automate your day-to-day admin and **reduce manual tasks by 40%** - all without disrupting your club.

Here's what you can expect from sports club management software:

- Booking & scheduling capabilities
- Attendance tracking
- Clean interface that is easy to operate and train staff on
- A range of real-time reports
- Payment processing (manually and online)
- Inbuilt communication tools (such as email & SMS)
- User-friendly customer portal

Remember, while your current model might be okay for now, it isn't an effective long-term solution. Start the process with digital today and you'll certainly see a difference in productivity, efficiency and customer experience. If you still need convincing, check out the following testimonials.



Udio has been extremely effective within our business for staff and customers. The support team always go above and beyond to educate and support us.

Stevie, Operations Manager at
Fastlane Fitness



Our customers have enjoyed being able to access their family profile including their bookings & invoices.

Gary, Managing Director at
WET Swim Schools



There is transparency and convenience for the customer, smooth cash flow for the business and it allows staff onsite to deliver on higher value tasks contributing to us being able to provide exceptional service.

Marie, HR Manager at Dean
Greenwood



We find Udio easy to teach our staff. We use the direct debit facility for our customers which is easy. I use the bulk email and the reports are great.

Elice, Manager at Grant Aquatic



We were looking for software to centralise our booking & membership system. Udio was the ideal solution as it was modern, cloud-based and we could add functionality to the core platform on an as-needs basis.

Nitin, Director at Aquabliss



The parent portal was a huge benefit for us and solved a lot of problems like allowing parents to manage their makeups as well as not needing to constantly call or come up to the office to do basic things like move bookings or check which class their child was in .

Rochelle, Customer Service
Coordinator at MLC School



Sports club management software

Udio was designed by people in the sports industry who, like you, wanted to leave their outdated system behind. Unable to find software to meet their growing needs, they built their own, making sure that it ticked every box:

- ✓ Portability
- ✓ User-friendly
- ✓ Time-savvy
- ✓ Customer-centric

Udio saves its users nearly **20,000 hours per year on admin**, giving them more time to spend where it matters - with their customers.

By simplifying your booking and business management, Udio helps people achieve independence by making it easier to run and grow your club.

Find out how Udio can take your s club to the next level.

[Book your free demo](#)