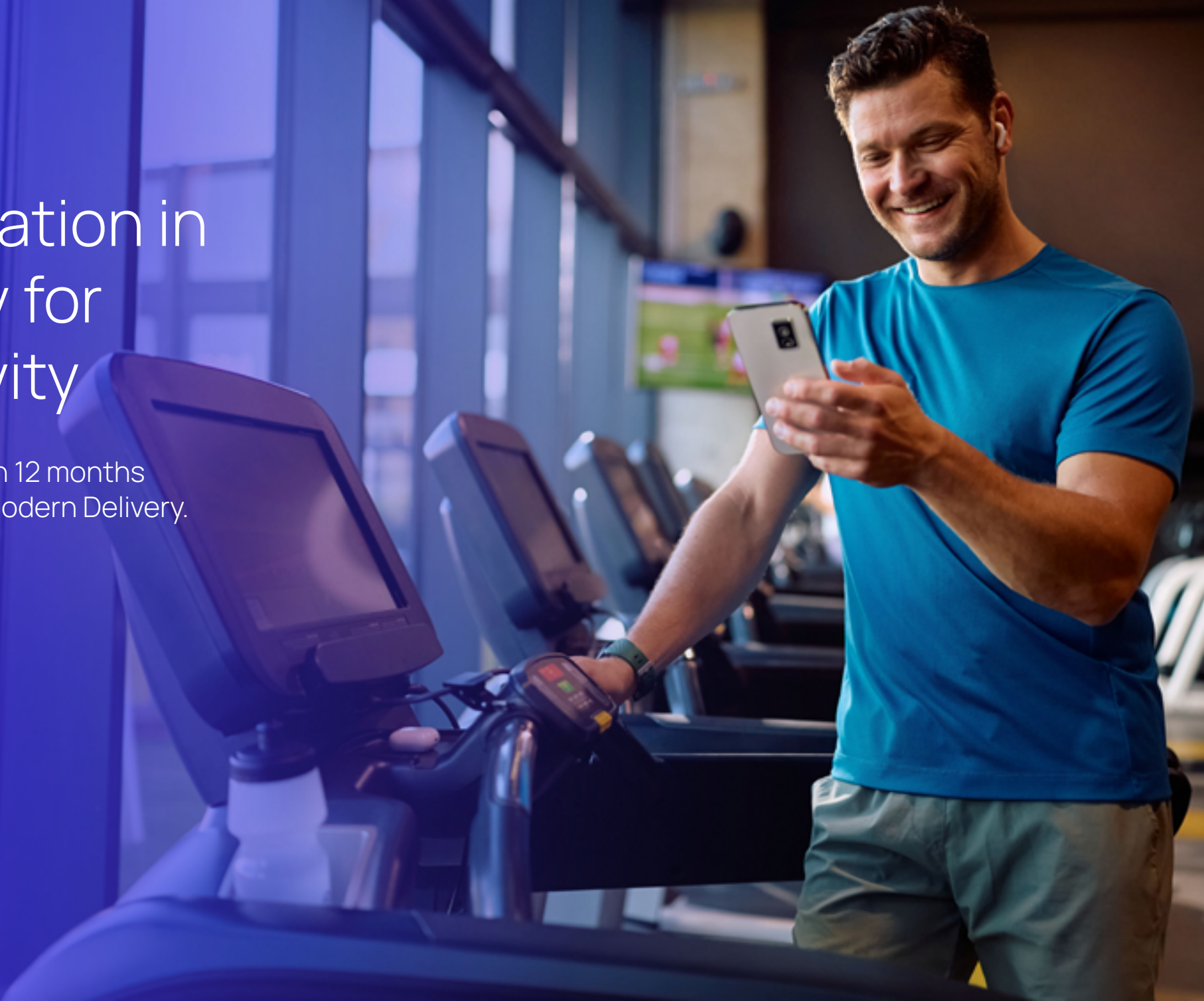


HEXAWARE

Agile Transformation in Fitness Industry for Hyper Productivity

Improved app rating from 1.0 to 4.7 in 12 months
through Agile transformation and Modern Delivery.

Case study



Client

| Client

- Challenge
- Solution
- Benefits
- Summary

Fitness Industry Player

The client is a leading health and services provider that owns an international chain of fitness centers, clubs, and spas across the United States and Canada, utilizing fitness technology solutions to manage operations.



Challenge

Client

| **Challenge**

Solution

Benefits

Summary

Overcoming Operational Inefficiencies and Technology Gaps

The client faced challenges in efficiently managing and maintaining systems for over 32,000 internal users, 100+ applications, 800+ support tickets/month, nine business units, 135+ sites, 10,000+ network devices, and 100+ security devices. Technology decisions were made without considering long-term implications, as business-critical applications from existing vendors often lacked performance, leading to customer dissatisfaction. Poor data quality led to lost opportunities for attracting and retaining memberships.



Solution

Client

Challenge

Solution

Benefits

Summary

Implementing Agile Transformation in Fitness Industry and Modern Delivery

Hexaware partnered with the client to provide Agile transformation in the fitness industry and a modern delivery solution, enabling projects to deliver with optimum efficiency. This included:

- Agile transformation of all business units using cross-skilled product pods with an outcome-based model and 100% transparency into team performance.
- A commitment was made for 20% total productivity improvement and 10% reduction in production defects within 12 months.
- IT and business alignment was achieved through an agile product management mindset to eliminate duplicate efforts and disjointed experience.
- There was a focus on automation and BizDevOps across the entire SDLC, incorporating fitness business automation, IT solutions for fitness centers, fitness app development, and health club automation.
- A “one team” philosophy ensured all developments were shared equally with both Hexaware and client teams to increase visibility, morale, and overall performance.



Benefits

Client

Challenge

Solution

Benefits

Summary

Delivering Hyper Productivity and Customer-Centric Outcomes

- Improved app rating from 1.0 to 4.7 in 12 months.
- Cost reduction of 35% was achieved in cost-per-story-point.
- Better ROI included 260% online registration member adoption to the ROI goal.
- There was a sharp rise in website visits by almost +60% unique visits.
- Better conversion showed +41% YOY lead to membership conversion.
- A marked increase in output of +25% occurred during the transition year itself.
- There was a 30% reduction in post-release defects.
- Higher sales featured 11,000 online membership sales on 12/1, with Black Friday at 56% and Cyber Monday at 45%, and ecommerce sales booming by more than 100%.



Summary

- Client
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| Summary

Hexaware’s Agile transformation in the fitness industry, combined with a modern delivery approach, enabled the fitness center chain to achieve hyper-productivity through digital transformation. This resulted in significant improvements in app ratings, cost reductions, ROI, website traffic, conversions, output, defect reductions, and sales. This partnership integrated fitness technology solutions, fitness business automation, IT solutions for fitness centers, fitness app development, and health club automation to drive operational excellence and customer satisfaction.



Achieve Hyper Productivity:
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About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

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