

A man with a grey beard and headphones is running on a treadmill in a modern gym. The gym has large windows and industrial-style lighting. The image is overlaid with a blue gradient on the left side where the text is located.

HEXAWARE

Intelligent IT Operations Automation for a Fitness Center

Enhancing Member Acquisition, Productivity, and
Service Quality

Case study

Client

| Client

Challenge

Solution

Benefits

Summary

Reimagining Member Experiences for a Leading Fitness Brand

Our client is one of North America’s leading health, wellness, and fitness organizations, operating nearly 200 premium athletic resorts across the United States and Canada. Its portfolio combines luxury fitness facilities with digital wellness services, including live-streamed workouts, virtual personal training, nutrition coaching, and on-demand wellness content that supports members wherever they are.

As its member base, portfolio of brands, and digital ecosystem continued to grow, the organization needed a technology foundation that could keep pace with evolving customer expectations while enabling sustainable business growth.



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Scaling Exceptional Member Experiences Amid Growing Complexity

Today's fitness market is more competitive than ever. Budget gyms, boutique studios, and digital-first fitness platforms have raised customer expectations, making personalized, seamless experiences as important as premium facilities.

As the organization expanded, delivering consistent experiences across clubs, mobile apps, websites, and contact centers became increasingly difficult.

Fragmented member journeys created inconsistent experiences across digital and physical touchpoints, impacting satisfaction and retention. Marketing technologies operated in silos, making it difficult to launch personalized campaigns across more than ten brands without lengthy implementation cycles and additional consulting costs.

Operational challenges further complicated the landscape. Frequent production incidents across member management, billing, scheduling, point-of-sale systems, mobile applications, and club access disrupted daily operations and reduced employee productivity. Support teams struggled with excessive monitoring alerts, slowing incident resolution and increasing operational overhead.

With continued expansion across clubs and digital services, the organization needed a modern operating model that could improve resilience, simplify operations, and deliver exceptional member experiences without increasing costs.



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Building an Intelligent, Automation-driven Digital Foundation

Hexaware partnered with the client to modernize its technology landscape through Digital IT Operations, replacing reactive support with proactive, automation-led operations that improved reliability, scalability, and member experience.

Application and infrastructure services were transformed using agile delivery practices that accelerated development while maintaining high software quality. Cross-functional platform teams, centralized patch management, and technology rationalization reduced operational complexity, strengthened governance, and lowered infrastructure costs. Optimized non-production environments further reduced both capital and operational expenditure.

To enhance member engagement, Hexaware standardized campaign operations for a community of more than 1.4 million members. Personalized omnichannel customer experiences enabled consistent interactions across clubs, digital platforms, and customer service channels, while real-time insights tailored communications based on individual preferences and behaviors.

Marketing operations were modernized through Salesforce Marketing Cloud integration, automating data flows and campaign execution while improving data quality. Unified marketing technologies enabled scalable, targeted campaigns across member websites, mobile applications, and digital health programs. The modernized platform also provided advanced analytics that empowered smarter decisions and more personalized engagement.

The transformation supported enterprise-wide operations across 195 club locations, approximately 1,500 Windows and Linux servers, 43 database servers, 1,500 TB of storage, and application services serving more than 53,000 users.



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Transforming Member Engagement and Operational Performance

The transformation delivered measurable improvements across customer engagement, operational efficiency, marketing effectiveness, and IT resilience.

Digital engagement accelerated significantly. Unique member website visits increased by 60%, lead-to-membership conversions grew by 41% year over year, and online registrations rose by 260%, creating a faster and more seamless onboarding experience. Customer satisfaction also improved dramatically, increasing from 2.5 to 5 stars.

Technology operations became faster, more efficient, and more reliable. Post-release software defects declined by 30%, application development productivity improved by 20%, and cost per story point fell by 35%. Infrastructure optimization and automation also reduced operational expenditure by 60%.

Marketing became more scalable and impactful. The organization now delivers one million marketing emails daily, with the capacity to scale to three million emails per day. Enhanced campaign performance increased lead generation by 40% and delivered an impressive 154% ROI within three years.

The IT landscape also became substantially more agile. A modern architecture featuring a unified data lakehouse, orchestration layer, and seamless integrations increased IT agility by 20 times. Automated remediation and self-healing workflows resolved 40% of recurring high-volume incidents, including member access issues, billing errors, password resets, mobile login failures, and front-desk disruptions, in seconds instead of hours.



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Powering the Future of Connected Fitness

Delivering exceptional member experiences requires more than modern fitness facilities. It demands intelligent technology that keeps operations running seamlessly behind the scenes.

By modernizing applications, automating Digital IT Operations, and enabling personalized omnichannel engagement, Hexaware helped this leading fitness organization create a more connected, resilient, and scalable business. The transformation accelerated member growth, improved service quality, reduced operating costs, and established a future-ready digital foundation capable of supporting continued expansion.



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.

Learn more about Hexaware at
<https://www.hexaware.com>.

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