



HEALTH & WELLNESS MANAGEMENT GROUPS RELY ON SPECTRUMNG

Daxko's SpectrumNG club management software has long been attractive to health and wellness management organizations. To find out why SpectrumNG is so appealing to companies that manage multiple health and wellness locations, we spoke with Marco Chavez, WTS International Asset Manager and P.J. Gustafson, Director of Systems Development and Integration for CENTERS, LLC.



WTS INTERNATIONAL

Provides feasibility studies, design, pre-opening and daily operations services for spas and leisure facilities worldwide. With more than 120 properties in their management portfolio, WTS International serves a wide range of fitness and wellness properties.

CENTERS LLC

Provides a variety of consulting and management services for campus recreation centers. They currently have contractual relationships with more than a dozen institutions of higher learning and are in talks with several more.

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SCALABLE

Both organizations turned to Daxko's SpectrumNG software because it offers the flexibility to serve a variety of small to large health and wellness clubs and recreation centers.

According to Chavez, "With SpectrumNG, we can deploy it at a small corporate fitness center or a large 10,000-member facility and everything in-between," he explains. "We looked at many other software platforms, but we found components to address all our needs with SpectrumNG."

Gustafson agrees, "SpectrumNG is scalable. It doesn't matter if we have a small school with 3,000 students or a larger school of 30,000 students, SpectrumNG is a good fit for either type of campus recreation center."



FLEXIBLE

"At CENTERS, we're very mission driven. We make a point to meet with campus recreation stakeholders and assess where they are and where they want to go," says Gustafson. "Once we have that gap analysis, we tailor our services to fit the institution. SpectrumNG fits our business model in that it can serve the needs of a wide variety of campus recreation centers," says Gustafson.

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DID YOU KNOW?

 **60+**

NUMBER OF MANAGEMENT GROUP
SITES ON SPECTRUMNG



REPORTING

Both Chavez and Gustafson agree on the need for strong reporting capabilities when managing multiple health and wellness organizations.

“The capability of enterprise-level reporting was a critical component of our software selection,” states Chavez. “With SpectrumNG we will be able to quickly and easily compare property performance and sales across multiple facilities which will allow for enhanced and more efficient benchmarking. We are looking forward to the many benefits of having easy access to metrics and sales data across our organization.”

“At CENTERS we have 8 single site databases and each site owns their own instance of Daxko’s SpectrumNG software,” explains Gustafson. “It’s good for us because we can pull data out of all the individual databases into a single report and we have just one system doing all the reporting.”



EFFICIENCY

Gustafson is quick to point out the efficiencies of relying on one recreation management system. “There are economies of scale with SpectrumNG software in terms of revenue management and expense management,” he says. “CENTERS manages thousands of part time workers and by relying on SpectrumNG we can train staff across many sites at once.”

“The fact that SpectrumNG is all cloud-based and online helps too,” says Gustafson. “I can sit here in my office in Houston and work with my sites all over the country.”

For WTS International, the partnership with SpectrumNG has positively impacted the sales and profitability of managed facilities within the WTS International portfolio. “With SpectrumNG in place, we have confidence that all members are more efficiently charged for their membership dues and additional services,” states Chavez. “The membership reports and details on member cancellations assist us with member trends which have resulted in improvements to service offerings and member retention,” he adds.



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