

**ANDERS TECHNOLOGY**
CASE STUDY

A PARTNER NOW AND IN THE FUTURE: VILLAGE HEALTH CLUBS AND SPA

THE SITUATION

With four club locations and a growing customer base, Village Health Clubs & Spas was thriving. The team was looking to start new projects and meet big goals in the upcoming year. Village Clubs' Senior IT Director Bill Taylor knew their current management software would need to grow alongside the business in order to maintain the quality of service they strive to provide at every touchpoint. Taylor decided to look for a trusted advisor for business intelligence development — that's where Anders CPAs and Advisors entered the picture.

THE CHALLENGE

Although Village Clubs had an existing CRM system, the software's built-in reporting had room for improvement — the raw data was being dumped into a "data warehouse" with no easy way to sort and filter for tasks like payroll. With many fitness trainers teaching different group classes, private classes, and so on, it was important for the Village Clubs' team to know they had all the data they needed — in the right spot — to accurately and consistently pay their staff.

The Anders approach was two-pronged: directly address data and payroll concerns with CRM upgrades and indirectly optimize management practices through additional training. All variables considered, there was the added challenge of a hard deadline, with time-sensitive payroll reports.

The Anders team was driven to solve the problem with excellence and was determined to create a system to serve Village Clubs every need. By implementing a new CRM, the information within the data warehouse was transformed into detailed reports. Along the way, the Anders team gave consistent and meaningful updates and maintained open communication, which ensured a smooth process throughout the project's entirety.

THE SOLUTION

Through well-built reports and formulated data migration, the Anders team bridged the gap between Village Clubs' new and old CRM. The Anders team created written documentation so Village Clubs could easily parse how the CRM reports were generated — and define what each data point meant.

Along the course of the project, the Anders team worked closely with Village Clubs to answer questions and fix bugs.

"Anders responds very quickly," Taylor testifies. "They don't seem to ever stumble, and they go down the right rabbit hole the first time."

THE RESULTS

The work done by the Anders team improved the overall accuracy and ease of use of Village Clubs' management software. Even with the main CRM project concluded, the Anders team and Village Clubs maintain a close relationship.

"They're willing to help us going forward with smaller requests," Taylor says. "Knowing I still have a relationship with Anders, I feel confident that I can reach out at any time." By working with Anders, Village Health Clubs & Spas didn't just gain improved software but a trusted partner, as well.

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