



# Impact Athletics relies on CSI Software to manage unique multipurpose facility

## Background:

Impact Athletics Family and Wellness Center in Raleigh, North Carolina, is a 70,000 square foot facility and one of the largest in the triangle area. Impact Athletics is a not only a membership-based health club but also a multipurpose facility that trains over 5000 plus members and non-members a week.

### Industry:

Health and Fitness Club

### CSI Software Deployed:

Member Management  
Program Registration  
Front Desk Check-In  
Facility Management  
Point of Sale  
Scheduler  
Inventory  
On-Line Services  
Accounts Receivable

### Contact:

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## The Challenge:

Existing technology was not responding to the fast growth and unique business model faced by Impact Athletics.

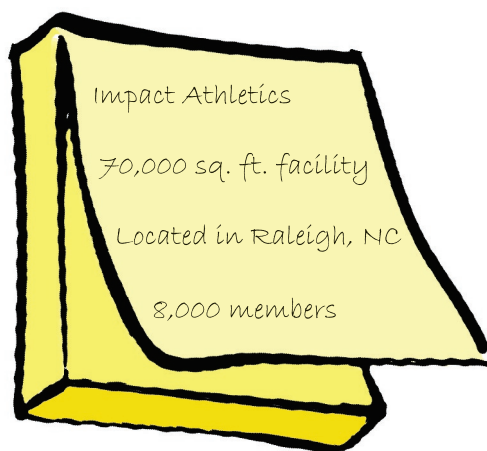
According to Jim Catlin, IT Director, "Impact Athletics grew almost over night from a 16,000 square foot facility to our new 70,000 square foot facility, from managing 1,500 athletes from our Recreational and Competitive Program to now managing over 8000+ members and non members."

While many vendors offered suitable membership management software solutions, none could match that with



a robust, powerful program registration module to manage the myriad of programs, classes, camps and clinics offered by the facility on a weekly basis. And with over half of Impact Athletics revenue derived directly from these activities, program registration was a mission critical piece.

“Impact Athletics was looking for a single solution that would track its members and track its classes and activities” says Catlin. “After a six month search, CSI Software was the only vendor that could fully meet all our needs”.



#### The Solution:

CSI Software helped Impact Athletics by replacing disparate systems with a single source, fully integrated solution, which provided greater operational efficiency and better management tools.

CSI’s powerful Program Registration module was able to assist by tracking what classes to market for growth and what classes to cancel due to low enrollment as well as supporting complicated pricing structures and prerequisites.

“Within months of implementing CSI Software, we were able grow our business by over \$200,000.00.” says Catlin. “Our Camp programs alone grew from \$40,000.00 to \$150,000.00 in one summer”.

### **About CSI Software**

CSI Software provides integrated software solutions to health and fitness clubs, campus recreation centers, wellness centers, JCC/ YMCA/YWCA organizations and parks and recreation centers. Founded in 1977, CSI Software is a private company based in Houston, TX. For more information, logon to [www.csisoftwareusa.com](http://www.csisoftwareusa.com)

CSI's real-time On-Line Program Registration, implemented this past summer, saw an immediate return-on-investment. "We are able to reduce our staff costs and increase registration by going on-line" says Catlin.

### The Benefits:

- Increased revenue by over \$200,000.00
- Decreased staff costs and increased registration by deploying On-Line Program Registration
- Approximately 100 employees rely on a single system and a common interface to access uniform information