

Gym Survey Reporting System (GSRS)

Gym Survey system is an implemented strategy to collect information about gym member satisfaction or needs. It could be an important component of business strategy for the purpose of retaining members and gain more members.

Definition of the Business Problem

The implementation of the system target on solving the lack of gym membership complaints and appraisal system or platform due to any lack of effectiveness in gym equipment's and any unfair behaviour of staff such as fitness trainers and personal trainers. This can be done by developing a windows-based application that uses qualitative survey techniques to report staff and other gym members behaviour or reaction towards gym activities (classes) and shortage of any favoured necessary equipment.

Description of the IT solution

A system that will record the data to management, which takes the drudge out of retrieving and analysing data. The IT solution here is a site, a platform enabling members to book a time for their workout in the gym, a system that also allows them to raise concerns about the nature or state of facility. The software can be tailored to the needs of the clients, allowing them to successfully complete simple questions and add their likings and interests (reasonable ones) to revolutionize change.

IT system aligns with the goals and strategies of the organization

The implementation of Gym survey reporting system would be fitting with all the goals and strategies of a gym company. The gym company will be able to gain access to what their members would love to have and/or have changed. Which will increase membership satisfaction in turn gaining more outside members. This will increase the companies' marginal profits and member turn up. Member turn up will bring more revenue since personal trainers will have customers and information, they need to work with them. other be alignments benefits would be: Providing membership information, keeping personal records, and Scheduling Communication.

An economic analysis of the costs and benefits

An objective of implementing such a system an organisation is to deliver quality service required by the members and the target of achieving maximum customer satisfaction at minimum possible cost. The implementation cost of the GSR survey at Zone Fitness Gym was estimated at R70 000. Similarly, to Ultra Gym, the variable costs constituted most of the survey implementation costs, accounting for 94% of it (R86 000).

The benefit of this type of survey is two-fold. First, it will help you market to your gym members better with more relevant push notifications and emails. And second, you can discover more about the kind of people who are coming into your gym, how they found out about it and why.

IT investment portfolio of the organization

Inventory of all IT projects in fitness centres are not many. Most gyms use membership admin systems, access control system, and gym management system which seems to be a tool to ne used. The cost analysis of these investments usually account for 5% - 10% depending on the size of the gym.

Ranking and selection of projects in fitness centres are aligned with the gym strategy as they are just as straight to point as possible (i.e. access control) some of the systems are not that important since with them manual access can be gained. And the technical architecture is not that complicated.

Technology risks exists in membership administration system however, it is minimal.



A tool for assessing what constitutes best-practice Gym reporting system is the IT portfolio management maturity model.⁵ The model segments a company's IT portfolio management into four stages: ad hoc, defined, managed and synchronized. The characteristics of each stage emerged during interviews. The subsequent survey validated the model, finding that 4.5% of the 130 respondent companies are at the ad hoc stage, 24.5% at the defined stage, 54% at the managed stage and 17% at the synchronized stage. Gym membership can be a luxury too far for some consumers, but some canny providers are booming as a result of offering more flexible and cheaper options. Low cost gym operator Gym Group is a company that investors should watch.

A Plan to charge users for the proposed IT system

Pricing surveys and value research are always of great interest to managers faced with determining the merits of increasing profit margins by raising prices, or the likelihood of increasing revenues by decreasing prices. Gym Survey Reporting System for fitness industry will charge members only their mobile data. The cost of the system would be included in the monthly fee membership.

Direct measurement scales ask respondents to respond to "likelihood of to make use of the system". This method is like "dollar metric" approaches used in the 1960's to test how many additional cents would it take to get you to switch from "Coke" to "7up". Respondents were presented with all possible brand combinations and would indicate how much they were willing to pay for one brand over another. Many ways to include premium measures into the pricing scale exist and can be implemented for specific pricing studies.

key levers to address any change management issues

user involvement – user participation affects attitudinal and behaviour outcomes such as user satisfaction, user intention, and system use. Also affects productivity outcomes such project success, project quality goals. User participation has a stronger effect on attitudinal and behaviours outcomes than productivity outcomes.

Effects of training – helps with application knowledge covering commands and tools embedded in the application. Business context covering the use of IS application to perform business tasks. Collaborative tasks covering knowledge about how others use

the application in their tasks. The relationship between training and IS implementation varies with technical complexity and task interdependence.

Technology acceptance with peer support - individual co-workers can be an important source of help in overcoming knowledge barriers. It is easier to transfer knowledge between two people with the same training, background and job characteristics. People learn through self-discovery and through peers. Peer group includes lead users, resident experts, informal consultants.

Top management supports and commitment – essential as IS implementation is resource intensive. They allocate scarce resources. They legitimize IS innovation and convince users to expend effort. Significant top management support is higher is task interdependence is higher.

External consultants – firms have overcome knowledge barriers associated with the configuration of the ERP package. Carefully managed consulting firms addressed configuration knowledge barriers.

Change management strategy

the proposed gym membership system will follow revolutionary change management. Revolutionary change management – a change that which challenges the current status quo, and accomplishes fundamental change in the values, norms, work practices, and structure. This change management structure is motivated by current crisis or failure, for example, with our recent events – covid-19 issue.

We need a few changes when it comes to, well almost everything in our daily lives. In the fitness industry specifically, we need a booking system which will count how many people are in the gym, how long they should be given to complete their workout (time scheduling) in order to cater for everyone. Of course, decision maker will have to be key stakeholders. The communication to implement the new system will have to go through the stakeholders first.

Global IT Industry Growth Projected to Hit 3.7 Percent

