



New Member Onboarding Process

Department: Operations / Membership Services

Applies to: Centre Managers, Membership Consultants, and Frontline Team Members

Purpose: To ensure every new member experiences a seamless, professional, and engaging onboarding journey at Universal Athlete Centre (UAC).

This process ensures consistent setup of systems, access tools, and communication to create a strong first impression and foundation for long-term retention.

Objectives:

- Deliver a consistent and professional onboarding experience aligned with UAC's brand values.
- Ensure all new members receive correct access setup, system registration, and digital onboarding.
- Equip members with the UAC App, GymMaster account, and Welcome Pack on Day 1.
- Establish early connection and familiarity with UAC culture, staff, and facilities.

Responsibilities

- Membership Consultant / Front Desk: Lead the onboarding process; set up GymMaster account, access (FOB or phone), and UAC app.
- Centre Manager: Ensure staff follow SOP and maintain welcome pack inventory.
- Trainer & Staff: Conduct orientation or goal-setting session within the first week.
- Franchise Support Officer: Audit member onboarding quality and compliance.

Onboarding Steps Overview

Step	Process	Responsible
1	Member Sign-Up & Verification	Membership Consultant
2	Create GymMaster Account	Front Desk
3	Access Setup (FOB or Mobile)	Front Desk
4	App Setup & Orientation	Consultant / Staff
5	Welcome Pack Issuance	Front Desk
6	Facility Tour & Induction	Consultant / Coach
7	Follow-Up & Retention Touchpoints	Team / HQ CRM

CLUB OPERATIONS STANDARDS

Detailed Procedure

STEP 1 – Member Sign-Up & Verification

1. Confirm membership plan and payment method.
2. Collect and verify personal details:
 - Full Name
 - Date of Birth
 - Mobile Number
 - Email Address
 - Emergency Contact
3. Ensure member signs the digital waiver and membership agreement.
4. Record in GymMaster and attach digital documents.

STEP 2 – Create GymMaster Account

1. Open GymMaster system → “Add New Member.”
2. Enter verified details and assign membership type.
3. Upload photo (if applicable).
4. Confirm payment schedule (fortnightly / monthly).
5. Set start date and expiry date (if fixed term).
6. Verify account setup by logging in under member profile.

STEP 3 – Access Setup (FOB or Phone Scan)

A. Access FOB Setup

1. Issue UAC Access FOB to the member.
2. Assign FOB serial number to their GymMaster account.
3. Test entry through access gate/door to ensure activation.

B. Mobile Access Setup

1. In GymMaster, send Digital Access Link via email or SMS.
2. Member downloads GymMaster App or UAC Mobile App (Android/iOS).
3. Guide member to add access pass to Apple Wallet or Google Wallet.
4. Confirm scan works on the club access reader.

STEP 4 – App Setup & Orientation

1. Assist member in downloading and signing into the UAC App.
2. Walk them through key app functions:
 - Class & PT session booking
 - Program access (TNR, CREST)
 - Progress tracking
 - Club announcements and push notifications
3. Verify notification settings are enabled.
4. Encourage linking to wearable or health apps (if available).

CLUB OPERATIONS STANDARDS

STEP 5 – Welcome Pack Issuance

Provide the member with their UAC Welcome Pack, which includes:

- UAC Branded Drawstring bag, water bottle and socks.
- Welcome Letter from Centre Manager
- Club Timetable
- Referral Program Card (“Refer & Save” or local equivalent)
- Exclusive Partner Discounts (UAC x PUMA, supplement vendors, etc.)
- Merchandise order form or QR code
- Emergency & Safety Information (Fire exits, AED, First Aid locations)

Log “Welcome Pack Issued” in GymMaster notes section.

STEP 6 – Facility Tour & Induction

1. Conduct a personalized tour of the facility:

- Gym zones
- Recovery & sauna areas
- Class studios
- Lockers & amenities
- Safety points (first aid, exits, AED)

2. Introduce key staff (Manager, Coaches, PTs).

3. Offer a complimentary orientation session or body scan within 7 days.

STEP 7 – Follow-Up & Engagement

1. Day 3: Send “Welcome to UAC!” email with app & access reminder.

2. Day 7: Call or text to check-in (“How’s your first week going?”).

3. Day 30: Invite to participate in a class, CREST program, or PT intro offer.

4. Quarterly: Include in CRM-driven engagement campaigns.

Documentation & Tools

Document / Tool	Purpose
GymMaster CRM	Member setup, access, and payment management
UAC App	Engagement and digital services
Welcome Pack	Physical onboarding touchpoint
Onboarding Log (Google Sheet / Trello)	Track new member progress and follow-up status
Waiver Form	Legal and safety compliance

CLUB OPERATIONS STANDARDS

Quality Assurance & Compliance

- Random audits conducted by Franchise Support Officer.
- Missing onboarding steps (e.g., app not activated, FOB not working) must be corrected within 24 hours.
- Member satisfaction from onboarding tracked through NPS or feedback survey after 7 days.

Common Troubleshooting

Issue	Resolution
Access pass not scanning	Recheck GymMaster link, reassign pass or issue FOB.
Member didn't receive app link	Resend from GymMaster or manually share download link.
Incorrect payment details	Update billing under GymMaster > Member Profile > Payments.
Member forgot to activate app	Assist onsite or send 1-minute setup video (QR link).

Review & Update

This SOP must be reviewed annually or when there are updates to the GymMaster system, mobile access technology, or UAC onboarding standards.

New Member Onboarding Quick Steps	Status
Verify member details and signed waiver	<input type="checkbox"/>
Create GymMaster account	<input type="checkbox"/>
Issue FOB / Digital Access	<input type="checkbox"/>
Test access works	<input type="checkbox"/>
Set up UAC App	<input type="checkbox"/>
Give Welcome Pack	<input type="checkbox"/>
Conduct club tour	<input type="checkbox"/>
Schedule orientation session	<input type="checkbox"/>
Log "Welcome Pack Issued" in GymMaster	<input type="checkbox"/>
Send 3-day follow-up email	<input type="checkbox"/>