

Project Title: "SmartGym – Automated Membership Lifecycle Management System"

-  **Industry:** Fitness & Wellness
 -  **Project Type:** B2C Salesforce CRM implementation
 -  **Target Users:** Gym Managers, Receptionists, and Members
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Problem Statement

Gyms often struggle with efficiently handling memberships. Manual processes for registration, renewals, freezes, and cancellations lead to errors, missed follow-ups, and loss of revenue. Members forget renewal dates, front-desk staff spend hours chasing payments, and management lacks visibility into membership growth, churn, and revenue trends.

To solve these challenges, the gym wants to implement a Salesforce CRM to:

- Streamline **end-to-end membership lifecycle** (onboarding → renewal → cancellation)
 - Automate **reminders and notifications** for payments and expiries
 - Track **active, expired, and upcoming memberships** in real time
 - Generate **reports and dashboards** for growth and churn analysis
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Use Cases

Membership Onboarding

- Register new members with chosen plan and payment details
- Capture personal info, start date, and end date

Renewals & Expiry Management

- Send automated SMS/email reminders before expiry
- Enable quick renewal with updated dates and payment capture

Membership Freezes & Cancellations

- Allow temporary freeze requests with new validity dates
- Process cancellations with refund or carry-forward options

Payment Tracking

- Record fees against each membership
- Track pending, overdue, and completed payments

Analytics & Dashboards

- View total active vs expired members
- Analyze monthly new sign-ups and renewals
- Monitor churn rate and revenue trends