**Fitness Center Membership & Trainer Scheduling System – Salesforce Project**

**1. Problem Understanding**

**Fitness centers and gyms face challenges in managing day-to-day operations effectively. Current practices rely heavily on manual tracking (spreadsheets, registers, or basic software), which creates inefficiencies.  
Key operational areas:**

* **Membership registration, renewal, and cancellations**
* **Trainer scheduling and personal training sessions**
* **Group class bookings (Yoga, Zumba, CrossFit, etc.)**
* **Attendance tracking for members**
* **Payment collection and invoicing**

**2. Industry Pain Points**

| **Pain Point** | **Description** | **Impact** |
| --- | --- | --- |
| **Overbooking** | **Trainers/classes get double-booked due to lack of visibility** | **Frustrated members, poor trainer utilization** |
| **Missed Renewals** | **No reminders for expiring memberships** | **Revenue loss, member churn** |
| **Inefficient Scheduling** | **Manual tracking of trainer availability** | **Conflicts and under-utilization** |
| **Poor Member Engagement** | **No reminders for sessions/classes** | **Drop in attendance and satisfaction** |
| **Payment Issues** | **Delayed/unclear payment collection** | **Financial management difficulties** |
| **Limited Insights** | **No centralized dashboards for managers** | **Poor decision-making** |

**3. Stakeholder Identification**

| **Stakeholder** | **Role** | **Needs/Pain Points** |
| --- | --- | --- |
| **Gym Manager** | **Oversees operations, revenue, staff** | **Needs dashboards, insights, and automation** |
| **Trainer** | **Conducts sessions and classes** | **Requires clear schedule and availability view** |
| **Member** | **Consumes services, books classes** | **Wants easy booking, reminders, and online payments** |
| **Receptionist/Admin** | **Handles check-ins, registrations** | **Needs simplified workflows for support** |

**4. Salesforce as the Solution**

| **Business Area** | **Salesforce Feature/Capability** |
| --- | --- |
| **Membership Management** | **Objects for Members, automated renewal reminders (Flows, Process Builder)** |
| **Trainer Scheduling** | **Calendar events, shift tracking with custom objects** |
| **Class Booking** | **Salesforce Experience Cloud (Portal) for members** |
| **Attendance Tracking** | **Custom object + QR Code check-in integration** |
| **Payments** | **Salesforce Billing/3rd-party payment integration** |
| **Engagement** | **Email/SMS reminders using Salesforce Flow + Marketing Cloud/WhatsApp** |
| **Dashboards & Insights** | **Reports and dashboards for utilization, revenue, attendance** |

**5. Outcome of Phase 1**

* **Problem statement defined → Manual inefficiencies causing revenue and engagement loss.**
* **Pain points listed → Overbooking, poor scheduling, missed renewals, no engagement.**
* **Stakeholders mapped → Manager, Trainer, Member, Receptionist.**
* **Salesforce solution framework created → Membership automation, scheduling, class bookings, payments, engagement, dashboards.**