

Leisure Centre refurbishment proves to be a winner with Local Authority and users alike



SOLL Leisure was recently invited to re-bid for a ten-year contract to manage the 'Willowbrook Leisure Centre,' an Oxfordshire-based local authority facility, and one of the key aspects of the tender focussed on enhancing users' experience.

Part of SOLL Leisure's successful re-tender included a major refurbishment of the Didcot-based facility, to create a quality atmosphere that improves the customer experience. Having already rolled out various Xn Leisure solutions at four other sites over a period of 3 years, SOLL Leisure's management team was keen to utilise the latest software at Willowbrook to help realise this vision.

Chris Phillips, Business Development Manager of Xn Leisure explains: "We have enjoyed - and continue to enjoy - a very good working relationship with SOLL Leisure. This positioned us to be able to understand exactly what was required as part of its drive to enhance the customer experience, whilst at the same time improving productivity by equipping Willowbrook's staff with an easy to use system."





The Xn Leisure solution includes Access Control, which has provided Willowbrook with simplified security at the front desk, via a card swipe facility, thus reducing entrance queues and freeing up centre staff to take new enquiries.

The site also utilises Xn Leisure's Dimension solution, which allows staff to effectively manage new and existing customer bookings and reservations, whilst also providing management with an effective way of tracking existing users and prospects. In addition, the software enables staff to identify off-peak periods to assist with future marketing strategies and staff planning.

SOLL Leisure is run as a not for profit organisation, providing recreational opportunities for the communities it serves. The organisation's vision is to get *"More People, More Active, More Often"*.

The Willowbrook Leisure Centre was officially re-launched in July 2013, providing a full gym refurbishment with updated gym equipment and café facilities. The second stage of the development is already underway, with the creation of a new Indoor Cycling Studio to include 20 spin bikes.

Neil Morris, Group Fitness Manager at SOLL Leisure, says: 'We are already receiving really positive feedback from our customers. Since the re-opening, business has been brisk and the enhanced access control at the front desk has really helped

us to queue-bust and free-up our staff to deal with customer enquiries.

"The central access point recognises regular users by means of a card scan and keypad, while occasional users can gain access via the barcode print-out on their receipts, which provide great customer service when compared with a customer joining a queue.

"The new membership cards are proving to be really popular, giving our customers control and a sense of 'belonging'. The Xn Leisure system provides a great way for us to capture data and is already supplying some really useful qualitative reports, which will allow us to be strategic in our future advertising and marketing efforts, as well as providing meaningful trading data for the local authority."

Xn Leisure's Chris Phillips concludes: "Such is the close strategic alliance we have with SOLL Leisure that the team is one of our beta-testing partners. We are therefore in regular communication with each other as SOLL plays an important part in Xn Leisure developing successful solutions which benefit the leisure industry as a whole.

"The features and functionality of the Access and Dimension solutions have allowed the team at Willowbrook to increase efficiency and offer enhanced services to its customers.

"The quality data provided by the software is also demonstrating to the local authority that the refurbishment at the Willowbrook Leisure Centre has ensured a really exciting future and that SOLL Leisure's management has the information at its fingertips to increase user uptake and provide the people of Didcot with a truly outstanding leisure centre experience."



About Xn Leisure

Xn Leisure is a leading provider of Leisure Management Solutions (LMS) to the leisure sector.

Xn Leisure has over 3 decades of experience in the leisure market and over 5,000 deployed LMS licenses – users cross all four sectors of public, private, facilities management and education. Xn Leisure has a portfolio of turnkey PC and web-based membership and bookings solutions for the leisure industry including software, hardware, project management, training and a raft of skills one would associate with a robust, rapidly expanding technology business.

Xn Leisure's ongoing investment in strategic product development continues to support customers with feature and benefit-packed innovations setting industry standards and reinforcing the company's position as the leading solutions' provider. The business' culture reflects the friendly, people-orientated nature of the leisure sector whilst stimulating innovation and focused performance amongst Xn Leisure project and service delivery teams.



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