

PLUS 2



Gladstone Health & Leisure develops the software, the communications and the marketing services to establish effective one-to-one customer dialogue and drive retention. At the core of our solution is the Plus2 Leisure Management System, which is used by over 55% of all UK Public Sector Leisure sites, from a single site, through to large national multi site operators.

Plus2 has been designed and continually enhanced to support all the needs of the increasingly diverse leisure operators businesses, supporting you and ultimately your customers through modules that include *Sales and Marketing; Communication; Member Management; Classes, Courses and Resource booking; Access and Security; Finance and POS; Retention and Management Information and Reporting.*

Plus2 is more than software, it's an entire product family aimed at reducing overheads, increasing retention and modernising the customer experience.

The product family includes:



Connect - Online bookings, payment and subscriptions



Kiosk - Self service, ticket collection and product purchase and payment



Pocket - Mobile data collection



Energy - Control of lighting direct from the booking sheets



Visual Analytics - advanced datamine; BI and dashboard



Cards - Supply of membership cards, for security and branding



Access Control - customer flow, access and usage reporting

Your customers journey with Gladstone

The experience starts at home where the customer whether a prospect or a member is able to visit your website and by using Connect, has the ability to either register their details or login, purchase or renew memberships, update personal details, see real time resources, classes and course availability, make bookings and pay for both new bookings and courses such as swim school.

When a customer enters one of your sites they have a viable alternative to visiting reception in self service kiosks. These allow fast track ticket collection, the ability to book new activities or the same activity for next week, pay for their bookings and even book for their friends.

Reception now becomes a customer focussed and friendly environment, giving your staff the time to proactively deal with membership enquiries without the pressure of queues. The reception setup incorporates a fully integrated point of sale, booking and membership terminal, that allows the receptionists fast access to all the information about the site and the customer, enabling increased sales and retention and ultimately enhancing the customers visit.

Connect and Kiosk free up valuable reception resources, significantly reducing the number of inbound phone calls, helping with sites queue management, and providing a consistent 24 x 7 customer service experience.



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Access control allows controlled entry to the site and specific areas such as the gym or swimming pool, by interfacing with access points such as turnstiles, gates (disabled), doors and barriers. The system will in real time allow or deny entry for each customer by reading membership cards, wristbands or bar coded tickets. What's more with every swipe Plus2 is recording valuable information about your customer's journey with you.

Card services allow you to become an identifiable part of everyone's daily life with effective branding, cards can then sit in customer's wallets alongside their most used store and bank cards. Other options include the now widely used key fobs.

Energy Manager interacts directly with your site booking sheets to ensure that the correct lighting is both turned on and also up to the correct lighting level by controlled warm up and warm down periods, this is not only an environmentally friendly solution, but saves valuable £s on your energy bills.

Before your customers leave or visit social areas such as your cafe, you can provide secure PCs running Connect and additional kiosks, making sure they book their next activity, course or class, improving both retention and your revenue.

Remote site management is handled by our Pocket solution. This portable device carries business critical information such as customer's details, subscription information and a saleable product list.

Your customer's journey with Gladstone provides you with a new depth of knowledge about your most important asset, your customers, including data on demographics, usage patterns and trends, ultimately enabling your sales and marketing teams to communicate more effectively with each customer, so that they can start the journey again.

Your customer's journey with you is an ongoing and dynamic process, with Gladstone software you are able to easily build up a powerful set of data and using our suite of management information and reporting tools you can either automate and distribute key financial and usage reports, or spend time using our visual analytics tool to view trends and data empowering your future business decisions, this information can also be shared in a graphical format. Viewable data formats available include financial extracts which can then be imported into your financial management systems, or any other third party application.

Gladstone has enabled "best of breed solutions" by partnering with leading product suppliers including Technogym, Cascode3D and The Retention People.

