



SCRIBE RESELLER: CustomerEffective

Equinox Fitness, hailed as the “best gym in the country” by Fitness magazine, runs nearly 40 upscale health clubs across the United States.

At Equinox Fitness, the facilities are impeccable, the services first class, and the clientele discerning. It's only natural that Equinox would equip its membership advisors with high-quality tools to handle members' fitness needs. Active and prospective members have diverse needs and interests, and Equinox uses two primary applications to address them. Active Equinox members are managed in an application called eClub that keeps track of membership contracts, club usage, personal preferences, and service and merchandise transactions. Prospective members are managed using Microsoft Dynamics CRM, which allows sales advisors to track leads from first contact through to membership purchase. Integrating the two applications using Scribe Insight helps Equinox smooth the transition from Dynamics CRM to eClub.

Tim Nugiel, Manager of Business Systems at Equinox Fitness, explains, “Dynamics CRM is a powerful tool for helping us increase member sales, but once a person joins we take advantage of many additional features in eClub to serve their ongoing fitness needs. By integrating the two applications with Scribe Insight, our membership advisors can switch applications with just the click of a mouse and all the information collected in CRM is immediately available in eClub. It's really revolutionizing how we handle members.”

As soon as a new lead is created in Dynamics CRM, Scribe Insight begins updating eClub with the lead information from Dynamics CRM. Once an individual becomes an Equinox member, eClub then becomes the system of record, and all further member activity is managed within eClub. However, if changes occur such as contact

information, mailing address, email, or personal preferences, Scribe Insight also recognizes these changes and synchronizes the data with Dynamics CRM.

“We have a lot of opportunities to increase revenue per member by selling our ancillary services, such as personal training packages, spa sessions, even shopping in our clubs' retail stores, says Nugiel. With CRM and eClub integrated, we can use our CRM data to highlight details for people who just joined the club and market our in-club services to them. It's also a way to engage other departments within the club. For example, our personal training manager could just pull up lists and start marketing to these members and encourage them to take advantage of different promotional benefits they can enjoy as a member. We foresee many ways to help spur sales as a result of this integration.”

“I don’t see how we could possibly have rolled out Dynamics CRM as quickly as we did and gained all this added value without Scribe Insight.”

–Tim Nugiel, Manager of Business Systems, Equinox Fitness

Speed and flexibility prove to be a “Scribe-vantage”

“We have a skilled IT staff,” recalls Nugiel, “so we had to consider whether it would be more cost-effective for us to create the integration in-house. But when we saw what Scribe Insight could do, we were convinced. The power, speed, flexibility and accuracy of the tool blew my socks off. I’m convinced it saved us a tremendous amount of time and money over a custom integration.”

Scott Sewell, Senior Microsoft CRM Consultant with Customer Effective—Equinox’s technology advisor—explains the Scribe advantage: “Without a tool like Scribe Insight, there really aren’t a lot of other options. A custom integration would mean a long process of specking the project, coding, revisions, QA, and finally deployment. There could be many many man-hours involved. Plus, you always face the risk of human error when you’re custom coding. And then, when it’s all finished, you have a one-off integration that takes more effort every time you need to make a change. Scribe Insight exposes all the data elements in a very organized way, so I can see what I have to connect to,

and can put together an integration very quickly to address a specific need or extend a current integration, and do some simple data cleaning as we go back and forth.”

“We consider Scribe Insight like another team member.”

Tim Nugiel, Manager of Business Systems at Equinox Fitness: “With all the pre-baked functionality within Scribe Insight, it’s just point and click. Just to handle the amount of data feeds we’re dealing with, we would have had to hire at least two or three additional people. Instead Scribe Insight allows us to put it on autopilot—it automatically manages the information exchange between the two systems. We actually coined a term here—‘Scribe-vantage’—for anything that Scribe Insight can possibly do for us,” says Nugiel. Today, Scribe Insight has become an integral part of daily business at Equinox Fitness.”

▶ **Environment**

Microsoft Dynamics CRM
eClub membership system

▶ **Challenge**

Synchronize member’s data to create one profile

▶ **Solution**

Scribe Insight
Scribe Adapter for Dynamics CRM

▶ **Benefits**

- Everybody sharing customer information
- Everybody integrating CRM and membership data quickly and easily
- Everybody serving clients better
- Everybody working as one

CustomerEffective

SCRIBE BENEFITS

- Powerful to support sophisticated integrations with point-and-click ease
- Flexible to handle unique requirements
- Adaptable to quickly accommodate changing business needs
- Scalable for Mid-market through Enterprise organizations
- Fast to take project timelines from months to days