



## The Home of CRM

We are an independent digital solutions consultancy dedicated to delivering bespoke technologies – whether by implementing one of our partner’s platforms or offering our consulting or training services.

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# LIFT BRANDS™

ELEVATED WELLNESS COMPANIES

## COMPANY INFO

Head office: Minneapolis, USA

Founded: 2014

Website: [www.liftbrands.com](http://www.liftbrands.com)

Systems chosen: [monday.com](http://monday.com)



Lift Brands is a wellness company, leading fitness industry innovator and parent brand to traditional gym concepts Snap Fitness and Fitstop, digital content provider Fitness on Demand and boutique kickboxing concept 9Round. With regional offices in the US, APAC and the UK, and over 2,000 clubs worldwide, the company designs and builds physical and mental wellness clubs and gym projects for rewarding, life-changing fitness experiences.

Bill Painter, Head of Development EMEA, supports franchises throughout the project lifecycle, from finding the ideal club location and sourcing equipment to final delivery, installation and club opening. A team of performance coaches then provides ongoing expert assistance to help franchises succeed.



## THE CHALLENGE

The UK-based team managed their franchise building projects on Excel spreadsheets, from location search through to opening day. As project volume scaled, the team lost sight of critical points within each stage. Managing different teams and processes with concurrent tasks across multiple platforms became too complex.

The UK team needed a new way of managing data input and diary records to clarify the bigger picture of projects' status. They also needed to translate that data into high-level reports for their American counterparts, adding to the challenge. They initially used [monday.com](http://monday.com) to extract task lists from Excel, but this did not facilitate managing the complex moving parts involved in each project, nor generating the automated reports and system triggers needed to meet daily work requirements. Activities requiring documentation were not being properly tracked or stored, so Bill decided to adopt a system to help his teams organise their internal processes.

## THE SOLUTION



After a recommendation to work with a [monday.com](http://monday.com) partner, Bill reached out to Provident CRM. Our team understood what Lift Brands needed to achieve, tailoring [monday.com](http://monday.com)'s functionalities to enable their different departments to log activities in one system.

Utilising our technical system knowledge, we recommended applications that would simplify the Lift Brand team's processes. This enabled employees company-wide to use [monday.com](http://monday.com) to run and track tasks via a user-friendly interface. We ensured the UK team gained control of all process flow elements affecting projects' subsequent stages, such as changes to gym opening dates, which would trigger actions from fellow team members.



## THE RESULTS

Bill's teams can now communicate and collaborate seamlessly with a project management system customised to their needs. With monday.com's dashboards, Bill can easily generate thorough reports showing him the numbers and status of club licences, locations, operations, etc., enabling him to save time and concentrate on growing the business.

The solution organised and standardised the thought processes of all Lift Brands teams involved in project management. Marketing, Property, Construction and Pre-Sales teams now use a common platform and consistent software language across the board, shifting the company culture in terms of how people perceive the importance of completing all tasks within a process. People are more organised and accountable with a tool that clearly shows each responsible person's progress, making each department's contribution more tangible.

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**With monday.com, Provident CRM managed to implement a fairly complex structure into a user-friendly interface. It's now handy for me to manage multiple functions and departments. Our dashboards on monday save me a couple of hours in reporting, as everything that I need is at my fingertips. In the future, we'll bring more systems into monday.**

Bill Painter, Head of Development EMEA at Lift Brands

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## PLANS FOR THE FUTURE

The Provident CRM team will continue working with Lift Brands to add features to their monday.com platform. Even with the challenges of managing multiple functions and departments, the UK team now have all the information they need, using monday.com as a planning resource for merging construction processes, sales and property pipelines and mapping tools.

The bird's-eye view from their dashboards enables the team to make informed business decisions and streamline processes, through cross-checking information and directing the right staff and activities to the right locations — all through visual, accurate data.

## THE OVERALL EXPERIENCE WITH PROVIDENT CRM

Onboarding, implementation, testing and bug-fixing were within schedule, with budget and time remaining for future training for the Lift Brands team.

Lee Ingham, Provident CRM's consultant, understood and took the time to listen and guide Bill and his teams through the entire process, building the system they wanted with minimum friction.

With simple, user-friendly language, Lee explained the platforms' terminologies and technicalities, priming the client to ensure its team members would use monday.com in the long term. Provident CRM's commitment to continuous account management also ensures that Bill and his teams are looked after, cementing a strong customer relationship.



Lee Ingham, Customer Relationship Management Consultant at Provident CRM

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