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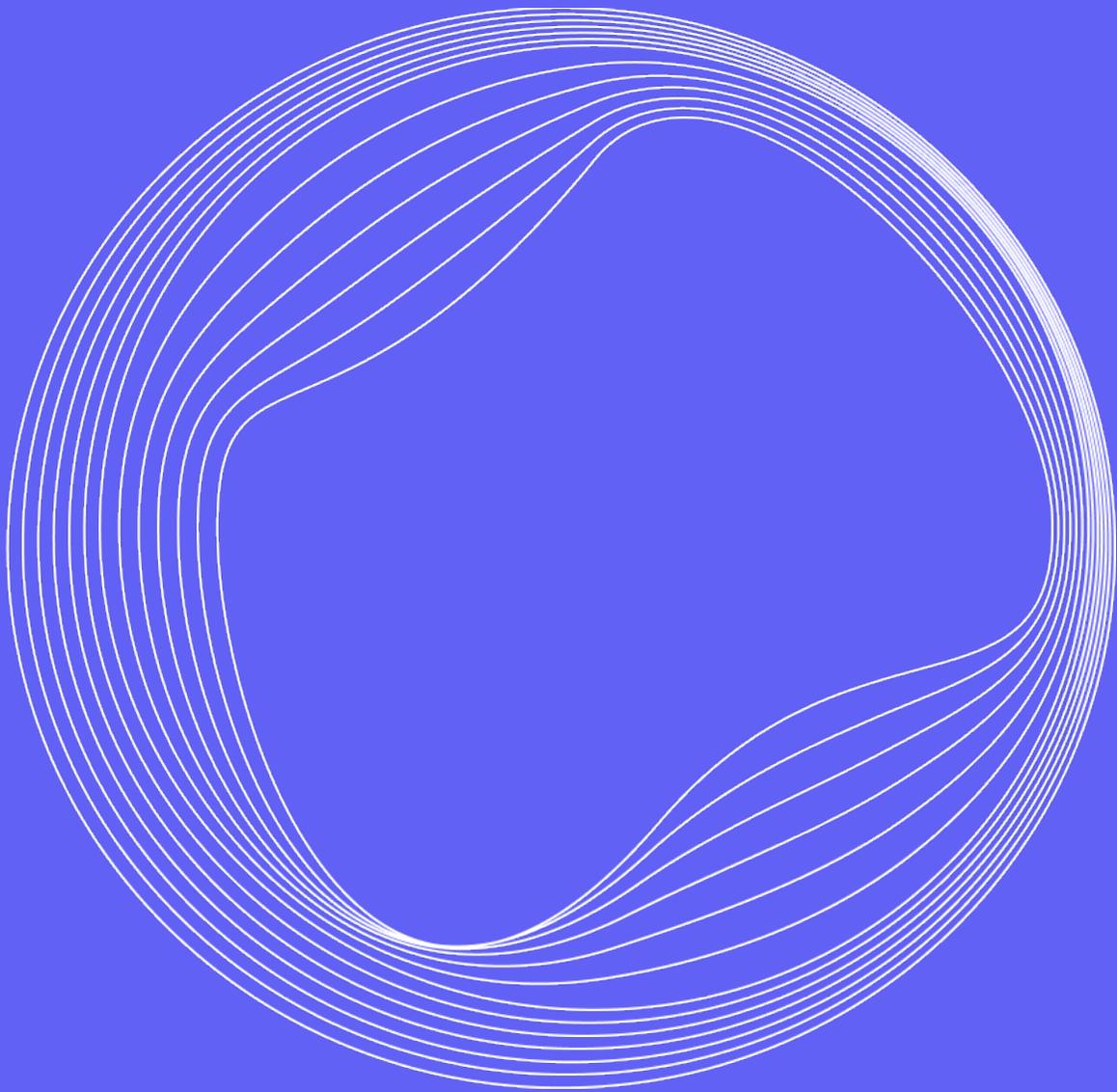
RSG Group simplifies customer identity for seamless member experiences with Auth0

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ABOUT RSG GROUP

With more than 25 years of fitness experience, over 4.5 million members and more than 900 gyms across five continents, RSG Group is one of the world's leading fitness companies. Their long-term goal is to help people stay in motion any time anywhere. That's why they offer members forward-looking products, experiences, and digital services to help them achieve their goals - both in their gyms and beyond.

INDUSTRY

Fitness

REGION

EMEA

80%

reduction in time to roll out new identity use cases with Auth0

66%

reduction in time to manage identity

With more than 4.5 million members and 900 gyms worldwide, RSG Group is one of the world's leading fitness groups. The company's mission is to help people stay in motion anytime, anywhere — and their digital offering is key to achieving this. Members of RSG's well-known fitness brands, such as Gold's Gym, John Reed Fitness, and McFit, can access a library of exercises, tutorials, and training routines through their app, helping them to keep fit even when they are not at the gym. RSG Group also uses its digital platforms for lead generation and customer acquisition, making the company's digital offering not just a convenience for members, but a critical engine for business growth and sustained member engagement.

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Danny Stumhöfer
 Director Digital Platforms

A fragmented digital landscape creating a disconnected customer journey

Keeping customers in motion anytime, anywhere, also means keeping them moving smoothly through their digital journeys. Delivering a smooth customer experience is essential to ensure members can access the fitness products and services they need quickly and easily.

However, as RSG's digital outlets evolved independently, the company's digital infrastructure became disjointed. This meant RSG's identity technology was also fragmented. The company relied on multiple customer identity and access management (CIAM) solutions: one for their enterprise resource planning (ERP) platform, another for their on-demand classes, and a third for their subscription management service.

This lack of a unified approach to identity created friction for members who often needed to create multiple accounts to access different RSG Group services, often within the same brand. The inconsistent login experiences created unnecessary friction for customers, resulting in more support inquiries, and lower satisfaction.

This fragmented identity landscape also created a disjointed view of member journeys across RSG Group's digital ecosystem. With customer data siloed across systems, the company lacked cross-service insights into how members engaged with different brands and offerings, making effective marketing, cross-selling, upselling, and personalization difficult. The absence of a single identity platform also limited RSG's ability to launch new digital offerings and use cases quickly, as teams had to continuously revisit how identity would be managed, reducing flexibility and slowing innovation.

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Director Digital Platforms

Taking a unified approach to identity with Auth0

Looking to modernize and standardize identity across its digital ecosystem, RSG Group looked for an identity partner that could unify CIAM for all of its brands while meeting two key goals: improving the customer experience, and providing a flexible, scalable foundation to secure future digital services as they grow. After evaluating three different vendors against their key criteria, RSG Group selected Auth0 for its ease of integration, breadth of authentication methods, and strong support. Danny Stumhöfer, director digital platforms at RSG Group, says the decision came down to finding a solution that could deliver immediate value and scale for the future.

"We needed a robust, out-of-the-box solution that we could integrate easily into our tech stack, with a wide range of authentication methods, like passwordless, biometrics, and social login, to cover both current and future use cases. Auth0 stood out as a platform we could start using right away," Stumhöfer recalls. "Equally important was the level of support from the provider. As we implemented Auth0, the Okta team offered excellent technical guidance and training on best practices, which really set them apart from other vendors we spoke with."

"With Auth0, members can sign up once and access everything easily and securely, and customer support inquiries have dropped as a result."

Danny Stumhöfer
Director Digital Platforms

The flexibility to grow, with a single identity solution

With Auth0, RSG Group now has a single identity solution supporting all of its brands and services. Consolidating three separate systems into one reduced time required to manage customer identity by 66%, freeing valuable resources to focus on innovation and core business growth.

RSG took a gradual approach to roll out, beginning with its member app for European brand McFit, a process which took just two weeks. With that success, the company now has the flexibility to extend Auth0 across additional brands and use cases with minimal effort.

"Auth0 has become the foundation for identity across our digital ecosystem " explains Stumhöfer. "We can roll it out easily to our other brands, products, and future use cases. Migrating our second brand, John Reed, to Auth0 took just 20% of the time of our initial integration."

A seamless, secure customer experience on and offline

With Auth0, RSG has made it easier than ever for members to access the company's range of digital services, with a single user ID that connects them across all fitness brands and resources. The company has also implemented passwordless authentication simplifying onboarding and access. When new members sign up, they receive a one-time passcode by email, for quick, secure entry. Members can also move effortlessly between RSG Group brands and services without ever needing to remember a password.

"Previously, members had to sign up on the website, create a separate account in the app, choose a password, and then manually connect their contract by entering their signup email address and birthdate," Stumhöfer explains. "That multi-step process is now gone, along with the frustration it caused. With Auth0, members can sign up once and access everything easily and securely, and customer support inquiries have dropped as a result."

With Auth0 securing a single identity across all RSG Group touchpoints, the company can now extend that trusted access into new experiences that connect the digital and physical worlds. One example is a new digital membership card that uses the same member identity to enable seamless gym check-ins and secure locker access. "Auth0's security and flexibility make it possible for us to keep innovating and building connected experiences that blend convenience with trust," notes Stumhöfer. "Members can move between our digital and in-person services effortlessly, with the same trusted identity ensuring a smooth and secure experience."

Building a clear picture of customers for longer-lasting relationships

Using Auth0 to assign every member a single identifier across the entire RSG Group landscape gives the company a clearer picture of members' journeys through their digital services, bringing new opportunities to drive revenue. By linking every interaction to a single, trusted identity, RSG can now understand how members engage across channels and brands – insight that wasn't possible before.

For example, RSG Group can now map members' profiles to their payment credentials, which were previously in separate accounts, making it easier for members to buy additional services. The company is now using this unified view of members to simplify and personalize key experiences from onboarding to purchasing and managing add-ons across brands. "We are currently developing the purchase flow to remove friction for buying membership add-ons," says Stumhöfer. "With members logged in across the system, they won't need to authenticate again to purchase additional products, using different credentials, as they did before. We expect this to significantly improve our conversion rate."

With a clear picture of customer journeys through their digital products, RSG Group is now integrating identity data into a new customer data platform to create a 360-degree view of each member's interactions across brands and services. With unified identity powering the CDP, RSG can trust the accuracy of its data—turning what was once fragmented information into a single, reliable view of each customer. As a result, RSG Group can use this trusted data foundation to deliver more relevant, personalized experiences that strengthen member loyalty.

"Auth0 gives us a single source of truth for identity data that connects seamlessly with our customer data platform," says Stumhöfer. "It ensures every customer record is accurate and verified, which makes the insights in our CDP far more reliable and actionable."

At the same time, RSG Group is expanding its use of Auth0, rolling out the platform across its John Reed and McFit brands into additional European markets. This expansion is enabling RSG to deliver consistent, seamless experiences to more members while gaining deeper insights into how its digital services are used. "Auth0 has become the backbone of our digital ecosystem. It gives us the agility to expand quickly and the foundation to innovate confidently and securely for the future," Stumhöfer concludes. "Auth0 has helped us to future-proof the company."