

## Enjoy Fitness

Health & Fitness

# Enjoy Fitness Case Study

## Challenge

Enjoy Fitness was spending excessive administrative time manually processing membership payments over the phone. This process was not only time-consuming but also raised security concerns related to handling sensitive payment data. The fitness center needed to find a way to streamline their payment collection while enhancing security and freeing up staff time for more valuable customer-facing activities.

## Solution

Paytia implemented their secure payment links solution, which allows Enjoy Fitness staff to generate payment requests that can be sent to members via email, SMS, or social media channels. Members can then securely complete their payments at their convenience, without Enjoy Fitness staff needing to handle card details directly. The system also provides automatic notifications when payments are completed, streamlining the administrative tracking process.

## Results

The implementation drastically reduced the administrative burden on Enjoy Fitness staff, saving approximately 15 hours per week previously spent on payment processing. Payment tracking became fully automated, eliminating manual reconciliation work. Member satisfaction improved significantly, with 92% of surveyed members expressing a preference for the new payment system over the previous phone-based approach. The solution also ensured full PCI compliance by keeping card data completely outside of Enjoy Fitness's environment.

*"We were spending many hours every day taking card payments, but now with the implementation of Paytia, payment links can be easily generated, sent by any method to our members, and then we have a notification of when payment has been made. It's that easy!"*

— Enjoy Fitness

# Implementation & ROI

**Enjoy  
Fitness**

Health & Fitness

**Implementation Time**

**1-2 weeks**

**Return on Investment**

**15 hours of staff time saved weekly**