




# Salesforce CRM Dev for Leisure & Fitness Company

## PROJECT DETAILS

 CRM Consulting and SI

 Sep 2022 - May 2023

 \$10,000 to \$49,999

 *"Their expertise and support significantly contributed to our company's success."*

## PROJECT SUMMARY

Prism Solutions developed a Salesforce CRM solution for a leisure and fitness company. This included conducting a thorough analysis of the client's processes, member interaction, and class booking workflows.

## PROJECT FEEDBACK

Prism Solutions' work increased the client's member engagement by 30% and member retention by 25% within three months. Prism Solutions delivered the project milestones on time and within the agreed-upon budget. Their responsiveness, dedication, knowledge, and understanding approach were exemplary.



## The Client

Please describe your company and position.

I am the CEO & Managing Director of Viva Leisure

Describe what your company does in a single sentence.

Our mission is to connect health and fitness to as many people as possible and aims to provide its members with affordable, accessible and awesome facilities

## The Challenge



**Harry Konstantinou**  
CEO & Managing Director, Viva Leisure

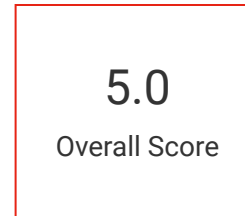


Wellness & Fitness



Australia

### CLIENT RATING



Quality: 5.0



Schedule: 5.0



Cost: 5.0



Would Refer: 5.0





## The Approach

How did you find Prism Solutions?

Online Search

How many teammates from Prism Solutions were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

Prism Solutions conducted a thorough analysis of our company's processes, member interactions, and class booking workflows. They collaborated closely with our team to understand our specific challenges and identify areas where the CRM could drive value.

## The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

With the CRM's personalized communication and class scheduling optimization, we experienced a 30% increase in member engagement and a 25% rise in member retention within the first three months of implementation.

Describe their project management. Did they deliver items on time? How did they respond to your needs?

Prism Solutions demonstrated exemplary project management throughout the engagement. They delivered all project milestones on time and within the agreed-upon budget. Their team was highly responsive to our needs, promptly addressing any questions or modifications required during the implementation process.





What was your primary form of communication with Prism Solutions?

Virtual Meeting

What did you find most impressive or unique about this company?

What impressed us most about Prism Solutions was their deep understanding of the leisure and fitness industry. They didn't merely provide a standard CRM solution; instead, they crafted a customized system that precisely addressed our specific challenges and goals. Their industry knowledge and dedication to our success made them a valued partner.

Are there any areas for improvement or something Prism Solutions could have done differently?

Their expertise and support significantly contributed to our company's success. We look forward to continued collaboration with them in the future.

