

USING MEMBER SOLUTIONS TO GUIDE SOLID BUSINESS DECISION-MAKING

Paulo and Catarina Guillobel

GUILLOBEL Brazilian Jiu-Jitsu, San Clemente, CA

The Academy provides Brazilian Jiu-Jitsu for all ages.

www.guillobelbjj.com/Home.html



“Member Solutions’ front desk application is worth more than gold. We are now making strong business decisions based on member data.”

THE CHALLENGE:

When Paulo and Catarina Guillobel first opened Guillobel Brazilian Jiu-Jitsu Academy back in 2006, they collected member information on paper. Cumbersome and time-consuming, this paper system proved to be ineffective. Questions such as “Who’s coming to our Academy?”, “How many students are renewing?” took hours of time to gather and research. Member information needed to be maintained in one spot — to analyze and use for effective decision-making. After all, their bigger-picture goal was to make data-driven decisions to increase their student base, improve retention, and cultivate business.



THE SOLUTION:

Paulo and Catarina started using **Member Solutions’ Member Management Solution**, an online front desk application for tracking and monitoring attendance, check-in, point of sale, and email communication.

THE RESULTS:

Since implementing **Member Management Solution**, follow-up with students has greatly improved and, in turn, helped this husband and wife team with retention efforts. Enhanced financial management is also a result of using Member Management Solution. Keeping track of inventory and selling merchandise, such as T-shirts, is now easier than ever.

Overall, the system has become the “core of their business”. Member Management Solution provides the capability to examine business activity efficiently, and make strong data-based business decisions.

Visit www.MemberSolutions.com/MMS or Call 888-277-4409 Today.