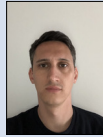




Michael
Güntensperger



Lorenzo
Schumacher

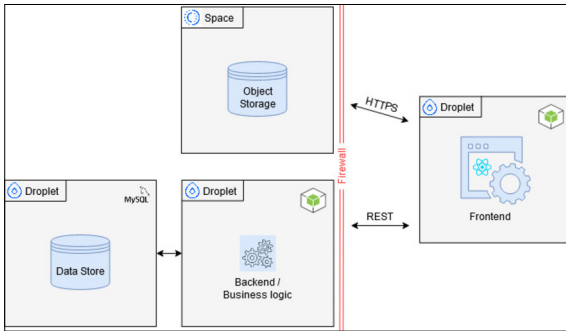


Raphael
Rechsteiner

Graduate Candidates	Michael Güntensperger, Lorenzo Schumacher, Raphael Rechsteiner
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Subject Area	Application Design
Project Partner	FNH Personal Training GmbH, Siebnen, SZ

FNH-CRM

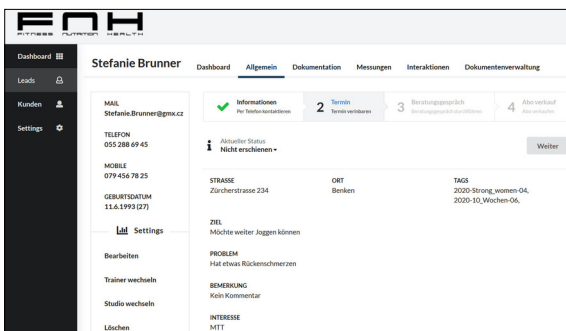
Management tool for fitness studios



Architecture
Own presentment



Technologies
Own presentment



Application screenshot
Own presentment

Initial Situation: As a fitness studio or studio chain, customer loyalty is getting more and more important, as the prices for subscriptions cannot get much lower. For a studio to achieve this, a CRM is necessary. The tools on the market are either fitness studio softwares that offer appointment booking but are missing a lot of a CRM functionality or CRM software that misses the needed fitness studio functionality. FNH wants to change this and build a fitness studio software with the CRM at its core.

When a personal trainer works with the current solution, he has to constantly switch between multiple devices, PDF forms and applications. This makes work tedious and costs a lot of time, which could be spent on the customer. In order to optimize these processes, a CRM should be created that combines all the required functions to manage a lead's or customer's information digitally in one tool and on one device. This simplifies the analysis with business intelligence tools significantly, because all the information is in one place.

Result: A web-based CRM was developed for the client, which contains the basic functionality. The application makes it possible to follow a potential customer, called lead, through the entire customer acquisition process to the management of a customer. This includes recording various measurements and documentation of the customer, the training or the nutrition, as well as customer interaction reporting. Several functions were implemented to improve customer loyalty. The administrator can create individual processes, so-called workflows, that can be assigned to the leads depending on their requirements. All the lead process steps are recorded for future analysis.

Approach / Technology: The prototype contains two core components, frontend and backend. The two parts of the application each provide all the desired basic functionality and can be easily extended due to the use of well-known web technologies. This includes React for the frontend and Node.js for the backend. For the database, MySQL was used. All application components are hosted as containers in the cloud. The modular design and use of the flexible REST API allows for new functionality to be added to the application in the future.