



**CARDS SO SMART, THEY RUN  
MEMBERSHIPS AND DELIGHT  
CLUB MEMBERS TOO.**

**SPORTS CLUB**

## ADVANCED MEMBER CARDS ARE A HEALTHY CHOICE

Sports clubs, fitness centers, and health clubs are finding better ways to manage operations. Issuance solutions are being implemented on-site to serve instant member ID cards upon registration. This strategy is proving most effective for:

- ID-Proofing Access Flows
- Accessibility to Subscriber Insights
- Added Security Levels
- Higher Customer Satisfaction Rates
- Efficient Resource Management

With the latest technology, ID cards have become the absolute go-to solution for a wide range of applications that are transforming membership clubs into smart facilities with great user experiences and reduced operational costs.

It helps to understand the valuable roles that member ID cards take and how they're best fit to resolve real-life challenges at wellness centers.

### MOTIVATE MEMBER COMMITMENT

Annual subscriptions formulate a predominant recurring revenue stream for fitness clubs making it a top priority to ensure comfortable subscriber experiences.

Advanced member ID cards are helping retain members as they offer many great benefits and features for them. They support frictionless access to facilities, loyalty programs, and even electronic payments.

Chip-enabled cards with a photo eliminate fraud and store member information linked to secure software for verification and authentication. Health clubs with upgraded membership management systems have established market positions and trigger more referrals from happy customers that express their absolute satisfaction by encouraging others to join.



**Member ID cards offer vital insights on areas to improve.**

## A REWARDING COMMUNITY CARD

By adopting club-owned card issuance solutions, there is no limit to the growth potential of the wellness center. Personalized smart cards with advanced security features and purchase power can scale membership applications.

Payments are an impactful feature to integrate into member ID cards. They facilitate cardholder access to facility restaurants and stores without the need for cash on hand. E-payments also optimize budget management and service performance.



**Cashless payments boost sales and improve merchandise management.**

## STEER THE FACILITY TOWARDS SAFETY

Staff and member identification is key to maintaining smooth access flows. By issuing member ID cards, unauthorized entry by individuals and vehicles is eliminated.

ID cards also support time attendance management by tracking check-ins and check-outs of employees and other service providers. The club's operations can be easily managed, workloads reduced, and security personnel minimized by the simple implementation of a smart membership issuance solution. This is what we do.



Heidi card printing solutions implement on-demand membership issuance solutions. They print durable ID cards for visitors, subscribers, contractors, and staff members in seconds.

Interested to know how Heidi can upgrade your wellness facility? We'll share the best issuance management solution that will positively impact productivity and increase revenue.

Read more on [heidi.getgroup.com](https://heidi.getgroup.com) or leave us a comment in an email to [heidi@getgroup.com](mailto:heidi@getgroup.com)