

VIZpin Lets J Street Gym Minimize Staff while Maximizing Hours of Operation

The Customer

The J Street Gym opened in October 2018 in Bentonville Arkansas with the goal of being a world class gym for serious lifters. The gym's more than 500 members have access to premium weightlifting equipment, as well a wide array of group fitness classes, saunas and an indoor pool, every day from 5 a.m. to 11:30 p.m., including holidays.

The Challenge

J Street Gym's three co-owners, who all have other full-time jobs, knew they wanted their gym to be open to its members when many other gyms were closed. The old building where the J Street Gym is located is expensive to maintain, however, so it would only be feasible financially to have staff on-hand for a few hours each day (10 a.m. to 1 p.m. and 5 to 8 p.m. on weekdays). In addition, the building's front door had a traditional lock requiring physical keys for access, which would be difficult to manage with a growing number of members and instructors. According to co-owner Brian Kelly, "We knew from the beginning that we wanted to offer extended hours, but there was no way we could afford to have staff on-site at all times. We also knew that we had to have a more modern, convenient and secure access solution than providing members with keys."

The Solution

Brian began researching access options. He learned that solutions with barcode cards were often recommended to gym owners, but also that the cards are easily shared and that it is simple to scan or photocopy codes, potentially giving access to countless unauthorized users.

Brian comments, "I quickly knew that barcode cards were really not a secure solution, plus every time a new member would join I would have to find a way to get a card to them."

He continues, "When searching for solutions online, I came across a YouTube video from VIZpin and was immediately intrigued. My only hesitancy was whether or not all of our members (who can be singles, couples or families) would have smartphones, but soon found out that it wasn't a problem at all. In fact, they adopted it very easily and appreciate its convenience."

J Street Gym installed a VIZpin reader on its front door, and all new members



"Being able to remain open when other gyms have to close gives us a competitive advantage"

are instructed to download the app as part of the membership process. In fact, J Street promotes the convenience of VIZpin on its website's homepage. Brian explains, "Being able to remain open when other gyms have to close gives us a competitive advantage, and VIZpin makes it possible."

VIZpin also allows Brian to grant full access to new members and instructors at anytime from anywhere, as well as to easily give limited access to trial members and members without contracts who may using the gym temporarily. In addition, although all users typically get 4 a.m. to 11:30 p.m. access every day, VIZpin offers the flexibility to grant 24/7 access to individuals, if necessary. VIZpin keys can also be easily revoked as contracts expire or when members fail to pay.

"VIZpin helps us to minimize our staffing needs, which saves us money, and makes it convenient for me to make sure only current members and those we've given special access to are using the gym," Brian says. "I'm really surprised that not more gyms are using this type of software."

Highlights

Reduced operating costs – there is no need to have staff on-hand to monitor who is coming and going, and all activity can be viewed online

Low maintenance – users' smartphones are their keys, eliminating the need to constantly provide and keep track of keycards

Easy to revoke - user access can be revoked at anytime from anywhere as contracts expire or members stop paying



About VIZpin Inc.

VIZpin designs, manufactures and markets a complete access control solution that includes cloud-based management tools (ACaaS), low-cost Bluetooth controllers and smartphone apps. The VIZpin solution provides a secure, convenient and affordable way to unlock any device by using your phone as your key and your network.

About J Street Gym

The J Street Gym was founded as the product of passion and necessity. It was established in 2018 and built from the ground up with the serious lifter and competitor in mind. Devoted iron fanatics of J STREET GYM have access to a premier training facility that is stocked with competition-grade equipment. To learn more about J Street Gym, please visit their website at <https://jstreetgym.com/>

J STREET GYM