DataHub

CASE STUDY

THE NEED

Active4Today had been struggling to access their business KPIs and monitor performance in an efficient and intuitive way through a cloud-based solution.

THE SOLUTION

Xn Insight provided Active4Today with performance reports and dashboards for their participation, membership and financial KPIs across the organisation accessible anywhere anytime.

XN INSIGHT AT ACTIVE4TODAY

To address challenges faced in consolidating relevant business information for their board and external stakeholders, Active4Today uses Xn Insight and develops continuous improvement in data capture and operational efficiency while creating income generation opportunities

Active4Today is the preferred operator for Newark and Sherwood District Council Leisure Centres. As a long-standing customer of Xn Leisure, it implemented DataHub's Xn Insight module in May 2017.

Director of Communities, Alexis Knock, says: "The product we previously used for all our performance data was cumbersome and unintuitive – it was housed on our server so we could only have one user logged in at a time, and it slowed down all our IT functionality. When we investigated Xn Insight and found out it's cloud based, and doesn't restrict our servers or clog up our ICT system, and live data is uploaded every night, we were sold straightaway! And as a cloud-based product, any

upgrades and enhancements are also deployed without much interference to our day-to-day tasks.

Before we commenced using Xn Insight we had a 'DataHug'. The DataHub team looked at our data integrity, checked the quality of our data to ensure 'garbage in' wasn't producing 'garbage out'. We had live webinars and teleconferences to ensure we were fully trained and to solve live issues. Xn Insight has helped us understand our data a lot better, as well as where that data comes from. We are all being much more thorough – for example, two of our sites are open access and this has pushed all the staff to ensure people are swiping in so we aren't losing valuable user

THE BENEFIT

Xn Insight enables Active4Today to become a more sustainable business through the use of data and insight leading to high quality service offer and increase in membership sales and revenues.

OUR PARTNER

DataHub

Building 3, Chiswick Park 566
Chiswick High Road London
W4 5YA, UK
+ 44 (0) 208 123 4693

datahubclub.com

visit data. Xn Leisure and DataHub also offer remote training recap sessions and product webinars to help widen our knowledge.

"For me, the key advantage is that Xn Insight is making day-to-day operational data available to more people within Active4Today. No one has to wait for someone else to produce a report"

We've been using the product since 1 October 2017, primarily to produce the Key Performance Indicators (KPIs) we're required to submit monthly to our board and the external stakeholders. There are around 40 KPIs, everything from the number of direct debit members we have to usage figures and postcode areas. We've been compiling them using our previous software for many years.

Live data is right there when we need it, whether that's me pulling together our KPI report or our Director for Customers, who's responsible for sales and fitness across all sites, producing utilisation reports for classes or holiday programmes to demonstrate how successful they've been. We can view net gain analysis for all four sites, compare each site individually or the whole company, get live member status reports, throughput analysis and booking utilisation.

DataHub has created us a unique dashboard with functionality tailored especially our requirements. It's not fully live yet but we are also personalising some dashboards for different staff members, so they only see data that's relevant to them rather than an overwhelming glut of information. I'm hoping it'll mean the whole team is more likely to use data to inform their decisions, sharing the responsibility across senior management team and widening our ownership of performance data. Before, if a programme was a flop, we didn't have much feedback; now we have data to prove we shouldn't run that session again. Across the board, Xn Insight is helping us to prove that what we're offering is a quality service, that we're driving membership up and increasing income, which ultimately makes us a more sustainable company."