

CASE STUDY

Fitness Passport

HIGHLIGHTS

- Fitness Passport members have an expectation that upon joining the program (or losing their ID card) – that they will receive their new ID card in a timely fashion.
- Unicard has met or exceeded all service delivery KPIs since it commenced issuing Fitness Passport ID cards in 2016, directly supporting Fitness Passport to deliver a positive membership experience.
- Ongoing market testing consistently confirms that outsourcing is cost effective – with Unicard’s card issuance services delivered at a highly attractive price point through leveraging economies of scale.

for
fitness partners

**The business
collaboration with
proven financial
outcomes**

MORE INFO



“Fitness Passport initially outsourced the issuing of its member ID cards as a small organisation with only a few staff and insufficient time to deliver such a massive task. Five years’ later there is no doubt that it remains the best commercial option. Unicard’s clear commitment to excellence in service delivery also benefits our members’ who expect ID cards to be issued quickly upon joining up.”

Fiona Rose, CEO, Fitness Passport

THE CHALLENGE

The ‘Fitness Passport’ corporate health and fitness program provides its members with access to over 1,300 fitness facilities owned by fitness passport’s numerous fitness partners.

As part of their membership, fitness passport members are given an ID card which enables them to access multiple gyms in their local area. There are more than 1,300 gyms across Australia accessible to fitness passport members.

Membership ID cards are an important part of the fitness passport program. A fitness passport membership ID card is all that is required for members to access multiple gyms - removing the need for members to carry multiple access cards in order to access the different fitness facilities available to them within their membership.

Approximately 2500 ID cards are sent by Unicard to Fitness Passport members each week. This includes ID cards for new members as well as the replacement of existing membership cards (for example when a member loses their card or similar).

Fitness Passport members have an expectation that upon joining the program (or losing their ID card) – that they will receive their new ID card in a timely fashion.

ABOUT FITNESS PASSPORT

Fitness Passport Pty Ltd is an Australian Private Company founded in 2006.

The company's 'fitness passport' is a corporate health and fitness program which enables employers to support their employees' fitness and wellbeing as an additional employment benefit at no cost to employers.

Eligible employees who elect to participate in the program benefit from great value fitness passport memberships which provide members and their families with access to a wide choice of fitness facilities close to their home and work.

For over a decade now, fitness passport has been collaborating with its fitness partners and a growing number of employers. There are now more than 1,300 fitness facilities across Australia accessible to fitness passport members – with the number of members continuing to grow every day.



SOLUTION

For more than five years' now - Unicard Systems' card issuance bureau has issued fitness passport membership cards under a service contract. The card issuance bureau leverages Unicard's experience, capability as well as its innovative identityONE card issuance solution which seamlessly integrates with Fitness Passport systems in providing a full service card issuance service for its members. The card issuance bureau issues more than 2,500 Fitness Passport membership cards each week.

Unicard's key performance obligation under its contract with fitness passport is to issue all membership cards within three days of a request. To this end, since taking on Fitness Passport's card issuance responsibilities more than five years' ago - Unicard has met and/or exceeded its timeliness KPIs 100% of the time – without exception. Fitness Passport CEO Fiona Rose reflects on Unicard's service delivery performance:

“We couldn't be happier with Unicard's service to our members – they consistently issue ID cards in a timely manner - enabling our members' to begin their fitness journey's only a few days after joining”

Fiona Rose, CEO, Fitness Passport

OUTCOME

Importantly – Unicard Systems is available to offer its best in market services at an attractive price point. This is because Unicard's technology has helped it to grow a large customer base with the significant economies of scale flowing from this enabling Unicard to offer its services at a price point that undercuts the in-house delivery cost.

