



ANGUSalive achieves huge improvement in efficiency

with Legend partnership



Previously handling Direct Debit collections in-house, ANGUSalive partnered with Legend in 2017 to improve their collection rates, drive business growth, and achieve efficiencies. As well as providing peace of mind that their organisation is in good hands, having a single supplier for software and membership payments has helped the ANGUSalive team to save time and better engage members.

ANGUSalive is the culture, sport, and leisure trust for the county of Angus and has been operating since 2015.

The trust is dedicated to changing lives by inspiring healthy, active, and creative lifestyle choices. To achieve this, they offer a wide range of services to the Angus community through the use of their sports centres, country parks, theatres and venues, museums, galleries, archives, and libraries.



Finding a more efficient Direct Debit collection process

ANGUSalive were previously handling their own Direct Debit membership payment processing in-house, but this was inefficient and needed improvement. The trust also needed a better leisure management solution that would help them boost collections, grow their membership base, improve the customer journey, and achieve operational efficiencies.

Our great reputation for providing an easy, clear, and trustworthy partnership meant that we were well-positioned to help ANGUSalive.

Service from your team is always outstanding – at every stage of our journey with you.

- **Iain Stevens**

Senior Manager | ANGUSalive

Increasing efficiencies with an end-to-end solution from a single supplier

Since go live in December 2017, Legend leisure management software has been used across all ANGUSalive venues as a point of sale system and, for sports centres, as their main booking and management system. The leisure trust has also relied on our team to process all Direct Debit membership payments efficiently.

They rely on a wide range of features from [our online functionality](#) to ensure the smooth running of facilities and to keep members happy with all the tools they need to manage their account, make bookings and more at their own convenience.

When needed due to operating restrictions, ANGUSalive has been able to make gym sessions and swimming lessons bookable online as a matter of course. Whilst other suppliers can often struggle with this capability, Legend has made this available to ANGUSalive in an easy-to-configure way.

The trust now has one central system across their entire sports centre estate, which gives them a constantly up-to-date, 360° view of each member including membership payment status. This has been powerful for driving better member experiences, making it easier for teams to see the latest information on a member, letting staff members engage at risk members before a membership is cancelled.

Our team also created a new website for ANGUSalive which has boosted their online presence and attracted new members.

The onboarding process was very smooth and the team was fantastic. We have achieved business efficiencies such as reduced default rates, less administration work, and better reporting.

We have also seen an increase in online bookings for classes and other activities, with over 80% now made online, reducing bookings in-person or by telephone saves our team time to focus on engaging members when they visit us.

- **Iain Stevens**

Senior Manager | ANGUSalive

A partnership that leads to great results

Since partnering with Legend, ANGUSalive has seen membership payment collection rates increase around half a day saved per week on administration work, and open rates for marketing emails rise to an impressive 67% in 2020 (compared to 55% in 2018).

On top of this, they have enjoyed the business efficiencies that come from having one system that's managed by a single supplier, as they can find everything in one place and don't have to call round several different suppliers.

The new website has also boosted their digital presence, making them easier to find and more attractive to prospective members. Since online joining was introduced in September 2020, over 75% of new members have signed up.

Initially, we felt the change to a new leisure management solution would be a lot of work, but we are so glad we made the change to Legend!

- Iain Stevens

Senior Manager | ANGUSalive

Looking ahead to new projects

Our technology never stands still and neither does our partnership with ANGUSalive!

The trust is implementing our swimming lesson module across their pools. ANGUSalive's new [native app](#) will make accessing and booking services much easier and more convenient for local Angus residents, improving customer experience and driving reduced attrition rates. What's more the app will drive brand recognition for the leisure trust and allow it to better communicate with members directly to their smartphone in a timely manner.

These new plans mean that Legend can help ANGUSalive enhance member experience and achieve efficiencies for their teams, cutting down administration time and freeing up staff resource to better serve members.

Further still, by choosing to opt for our new full-service Direct Debit collections option, our experienced contact centre team will be on hand to help members with any membership enquiries. This frees up time for ANGUSalive team to focus on doing what they enjoy most – helping the local community in Angus get more active, more often!



Find out how Legend can provide an end-to-end leisure management solution that takes the stress out of running your leisure facilities.

Get in touch with our team today.

Request a demo