



Case Study: Studio CV34

Studio CV34, founded in 2010 is a personal training studio specialising in body transformations based in Warwick. The business was started after by its founder Alex Myers who had spent many years working as a personal trainer in gyms across Warwickshire. Alex wanted to create a gym that was focused on delivering results for the customer and not about increasing the number of new memberships.

Offering one to one training, with no memberships, Studio CV34 has an outstanding track record of helping their clients achieve their health, fitness and wellbeing goals.

Their primary proposition is a 12 Week Plan which has delivered multiple successes in recent years, as well as offering group sessions and classes.

After several successful years but constrained by the size of the building, the management team decided to expand into new premises in 2015 with the goal of growing the business. Since then the business has grown considerably.



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The Challenge

Studio CV34 knew that by only taking payments by cash they were limiting their customer base. They wanted to streamline the payment process for their customers, improve sales, increase the number of customers and reduce their costs.

Emma Walkley, Director of Studio CV34 said "Many customers wanted to be able to pay by debit or credit card and without this facility on site we believed that we were missing out on sales. As a busy, growing business we did not want to miss out on any opportunity to grow our customer base, card payments seemed the natural next step."

The Solution

After benchmarking several suppliers for service and cost, NetPay emerged as one of the top 3 in Studio CV34's criteria. NetPay's competitive rates combined with a very good offering ultimately won the management team around.

Working with their account manager Jason, Studio CV34 opted for a Spire SPw60 WiFi terminal because of its competitive price and ability to take contactless payments for those customers wanting to pay for single classes.

The Benefits

"Debit and credit card payments have proved to be very popular. A high proportion of our sales now come through our payment terminal and we are winning more customers because of our ability to take payment by card. We now take less cash which helps lower our bank fees with fewer charges" continues Walkley

Studio CV34's ambition is to grow in size in the next few years and then to add more sites in new regions, with the ability to take payment by card proving popular with their clients they are on target to achieve these goals.

The Final Word

"The whole experience with NetPay has been fantastic from the initial call with the NetPay sales rep, setting up our terminal with the technical support team, even down to reordering new paper rolls! It is great to see such a consistent level of service from a provider." – Emma Walkley, Director, Studio CV34.

Studio CV34 are working with NetPay to explore the use of its other services such as; online payments, SchedulePay and mobile payment options. Offering a greater variety of payment methods for its customers and future proofing the business.



Get in Touch

If you would like to learn more about the capability of NetPay or talk about your requirements in more detail then please get in touch.

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