

Case Study: West Wood Club

Creating digital access to membership forms

Document Scanning & Data Capture Solution



Glenbeigh Records Management Facilities, Dublin 15.

West Wood Club

Case Study

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01

Customer Background



West Wood Club is a chain of six health clubs in Dublin offering huge gym facilities, swimming pools, fitness classes, personal training, and kids gym facilities.

The clubs are located in the following locations:

- Aston Quay Club, Dublin 2.
- Clontarf Club, Dublin 3.
- Sandymount Club, Dublin 4.
- Westmanstown Club, Dublin 15.

- Leopardstown Club, Dublin 18.
- Dún Laoghaire Club, Co. Dublin.

Between the clubs there are 27 tennis courts and 23 purpose-built fitness studios offering over 4,500 fitness classes every month including Les Mills Fitness Classes, Yoga and Pilates. West Wood Club is the biggest provider of swimming lessons in Dublin with over 4,000 children attending their swimming lessons every week.



02

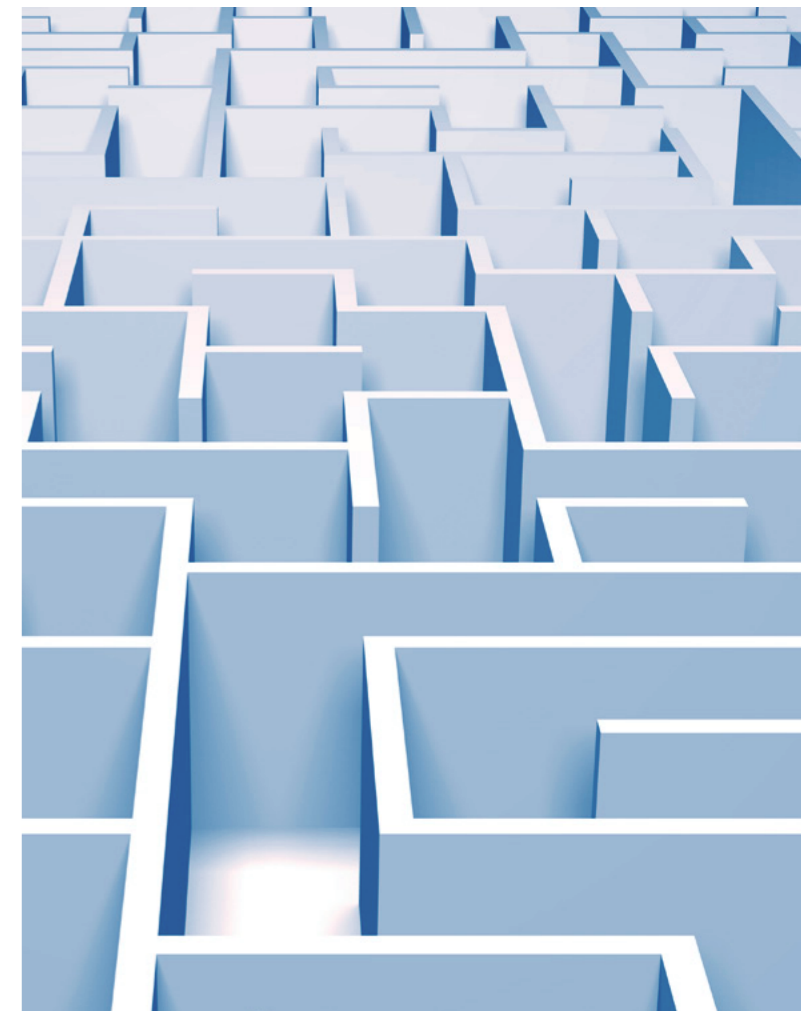
Background to Project



Having grown significantly to become one of Ireland's largest health clubs, West Wood Club had accumulated a significant quantity of membership forms in each branch. A large proportion of the forms were two-sided lightweight cards and as they contained confidential personal information of members, managing them securely and in compliance with GDPR has been a top priority for the West Wood Club.

While security measures were put in place to protect the membership forms located in the store room, West Wood Club saw an opportunity for improvement to protect the confidential data onsite from typical data security risks such as fire, flood, or unauthorised access.

The forms were also referred to regularly and accessing them was time-consuming for staff as they had to physically search for the requested membership forms in the store room, which diverted them from focusing on their core duties.



03

Solution



West Wood Club sought a more secure and efficient method of managing their members information. Having rolled out a software platform for managing the information of current members they then decided to create a secure database of digitised membership forms relating to existing members. After reaching out to the market and accessing various offerings, West Wood Club chose Glenbeigh Records Management (GRM) as their scanning partner to provide a cost effective and GDPR compliant solution that met their technical specifications for the scanned files.

To kickstart the project the membership forms were barcoded, indexed, and boxed prior to being securely collected by our logistics team from each branch. Barcoding each archive box and membership form enabled the tracking of each item and ensured any membership form could be swiftly retrieved at any time during the project.

The agreed profile for the West Wood Club project was pre-loaded on our custom built Kofax TotalAgility® platform which automates

the scanning workflow and creates the required output files. The membership forms were then prepped and scanned on our Opex Falcon document scanning workstations by our scanning specialists. As each workstation has a barcode reader our operatives were able to scan the file barcode of each membership form prior to the scanning which enabled our system to automatically name the scanned file as per the index provided.

The scanned files were processed through our quality control division and when approved were securely transferred to authorised personnel from West Wood Club using our secure transfer portal. In their own time these authorised personnel logged in and downloaded the scanned files to their secure network. Utilising the standard Windows search function and the file indexes, West Wood Club can quickly find the membership form that they are looking for.

To complete the project, West Wood Club signed off on the destruction of the physical membership forms and GRM facilitated the secure certified shredding of the files.

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Benefits



GRM worked closely with West Wood Club to ensure the project objectives were achieved and the full benefits of this digitisation project were realised. Authorised staff of West Wood Club now have secure and efficient access to a central database of indexed membership forms. This digital transformation has greatly improved accessibility for staff when processing queries and freed up their time to focus on their core responsibilities, which together had a positive effect on customer service levels.

The digitisation of the membership forms has also freed up physical space in the store rooms which can now be put to better use and it eliminated the data security risks physical data was exposed to onsite.

“When GDPR was en route, West Wood Club faced a major heartache with member data stored on paper. We were about to migrate away from paper to digital forms, but we still had hundreds of thousands of paper forms - with a very poor filing system. Working with the team at GRM was so easy. We handed everything over to the them and they took over everything. Over 30 years, we have outsourced many functions, but none have been as professional and helpful as GRM. To work with a company who simply says “hand everything over to us and we will sort it all for you” was something I rarely encounter.

Alan Leach
CEO

Conclusion

West Wood Club is no longer attached to or reliant on physical membership forms. They have embraced digital ways of working and so too have their staff in each branch. While the digitisation was only a once off project, it will have a dramatic effect on operations into the future and ultimately the bottom line.

Taking on bespoke digitisation projects like West Wood Clubs is our forte. If you have a project in mind, contact GRM today for a free consultation and detailed proposal. Our technical capabilities are wide ranging and our processes are not restricted, they are flexible to your specific requirements.



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