

Club Pilates strengthens their core with AT&T Business Fiber

Business needs

High-speed internet service to support business processes and member connectivity

Networking solution

AT&T Business Fiber's speed, reliability, and security met Club Pilates' needs and positioned the business for continued growth.

Business value

Dependable connectivity

Industry focus

Fitness

Size

5 locations

About Club Pilates

Club Pilates offers group reformer classes utilizing state-of-the-art pilates equipment. Classes are available in a variety of formats and levels to accommodate anyone looking to make positive changes to their health through pilates. Club Pilates is committed to providing affordable, accessible pilates to your community.

The Club Pilates franchise has more than 1100 locations nation-wide. The Club Pilates Otto Group operates in the Kansas City metro area and has four studios, with a fifth location opening soon. Studios offer low-impact pilates classes for a wide range of ages and fitness levels. They focus on challenging the mind and body while building core strength and flexibility.

The situation

When Club Pilates Otto Group opened its first Kansas City location, the franchise owners wanted to give members a superior experience. That included having fast, reliable internet connectivity so members could schedule classes and perform other online tasks when they're at the studio. Club Pilates also needed a reliable network to support its business transactions.

Solution

Club Pilates chose AT&T Business Fiber to provide connectivity to help members enroll and book classes, while meeting their business needs. AT&T Business Fiber is a high-speed internet service that uses fiber optic cables to transmit data quickly, securely, and reliably.

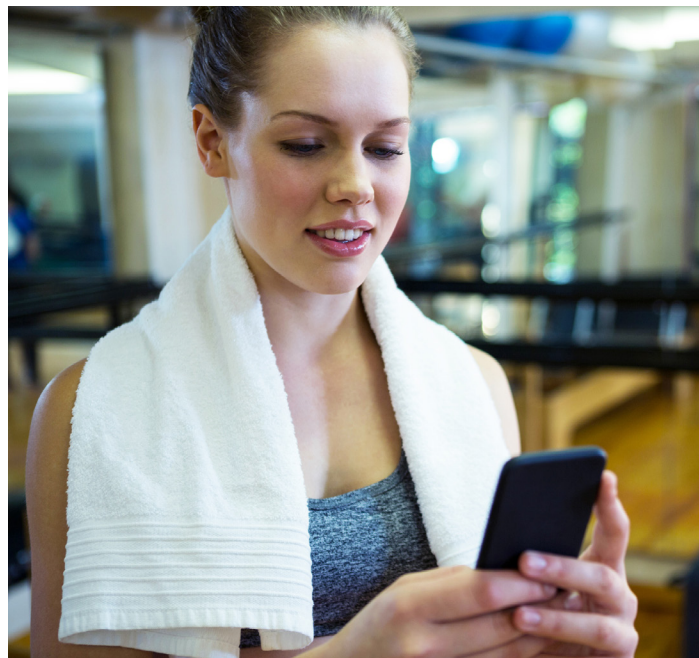
Making a difference

Nathan and Jennifer Otto knew what they were looking for as they began the process of researching business ownership opportunities. “It came down to three things. We wanted something that connected us to the community, and it had to be a business that made sense financially,” Nathan Otto said. “But most importantly we wanted something that made a difference for people.”

The couple evaluated multiple franchises, but it soon became clear that Club Pilates was the right choice. “We loved what we learned about the concept—that Pilates is a low-impact workout that anybody can do, whether they’re recovering from an injury or hit a stage in life where they need a good low-impact workout, or they just want to keep themselves in good shape,” he said.

The Ottos structured Club Pilates classes to meet the needs of their members. “We’re more available. We opened the doors for people who couldn’t just make classes at 10 a.m. They may need a 6 a.m. or 6 p.m. class or a weekend class,” Nathan said. Each of the Ottos’ Club Pilates locations offers between 65 and 90 classes per week. “We’re open seven days a week. Our busiest studio starts at 6 a.m. and has a class every hour until 7 p.m.”

Most importantly, people are sticking with their Pilates workouts. “What I love most is that we’re making an impact in people’s lives, whether that be a really good workout or just being part of the community and having an amazing social hour while they’re getting a good workout,” Nathan said.



“AT&T Business helps us make sure that our overall employee and member experience is the best that we can make it.”

Nathan Otto
Franchise Owner
Club Pilates

Connecting with the community

The Ottos opened their first studio in August 2021. Their mission was to connect with the community and make a positive impact on people’s lives.

Club Pilates clients are mostly women, many of whom are over 40. “They recognize that you can develop a good strong core and you don’t necessarily have to break a big sweat to do it. Reformer pilates combines the mind-body connection with resistance to help build that core.”

Like most savvy business owners today, the Ottos installed cloud-based business systems. “We have to make sure that we have the connectivity, whether we’re trying to check a person into the class or sign up a new member,” Jennifer said. “We’ve learned the importance of a reliable system.”

Reliability and security

The Ottos chose AT&T Business Fiber for their first Club Pilates franchise location and have continued to equip each new studio with the high-speed, fiber optic internet service. AT&T Business Fiber helps secure members’ financial information and can support high volumes of data.

The reliability of a fiber network allows staff to check-in class attendees, maintain members’ accounts, and complete sales transactions without delay. The security of AT&T Business Fiber was also a significant selling point. “Of course, it’s important because we have to ensure PCI (payment card industry) compliance,” Nathan said.

Overall, he said, the network supports the businesses well. “AT&T Business helps us to make sure that our overall employee and member experience is the best that we can make it.”



The personal touch

The benefits Club Pilates realizes from its relationship with AT&T Business fall in two categories, Nathan said. “First is personal value. I’m not getting a call from the studio saying, ‘Why is my internet not working?’ And usually, those would happen at the least opportune business times,” he said.

“And from a business perspective, as many hours as we’re open, we need it to be working. When it doesn’t, it’s a lost opportunity to wow that member because we weren’t able to take care of a problem. With AT&T Business Fiber, we haven’t lost many opportunities, if any.”

Nathan is pleased with the AT&T Business customer care. “There were some challenges that AT&T had to navigate around to bring fiber to one location, but they were always really good about keeping me up to speed on what they were working through,” he said. “It’s been amazing every step of the way.”

His past career in technology had prepared him for working with call centers whenever he needed customer service. “But that is not the way that this engagement has gone. From day one, the AT&T team met with me; we’ve grabbed coffee and got to know a little bit about each other. That personal touch matters.”

He’s also happy with the service. “AT&T Business Fiber just works. “As a business owner, it’s one less thing you have to worry about. It just works.”

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Nathan Otto
Franchise Owner
Club Pilates