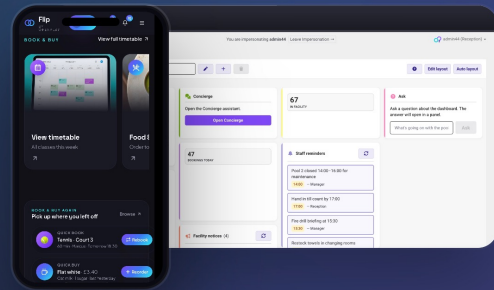


• FLOW BY OPENPLAY

Fix the experience. Unlock the potential.

Flow is the intelligent operating system for modern health clubs — unifying bookings, memberships, payments and customer engagement in one platform.



01 • THE REALITY TODAY Three forces holding operators back.

• POOR EXPERIENCE

Friction is quietly costing you revenue.

- Drop-off across booking, joining and payments
- Generic, unpersonalised customer journeys and communication
- Inconsistent experience across every touchpoint

• OPERATIONAL DRAG

Reception staff are doing work software should do.

- Heavy dependency on FoH staff at peak
- Manual processes driving up cost and inconsistency
- Teams firefighting instead of optimising

• FRAGMENTED STACK

A patchwork of systems no one fully owns.

- Multiple tools that don't properly integrate
- Member data fragmented across platforms
- Limited ability to optimise, automate or scale

02 • THE SHIFT One platform, end-to-end.

Flow replaces fragmented systems with a single, connected operating platform — built for the realities of modern leisure.



Booking & Scheduling

Classes, courts, lanes and studios — every space, every channel.



Memberships & Billing

Simple sign-up with flexible plans, eligibility, family accounts and automated renewals.



Integrated Payments

One reconciliation, one ledger, one source of truth across the estate.



Customer Engagement

Targeted comms, retention journeys and a member app that's actually used.

03 • OUTCOMES What changes when Flow runs the operation.

COMMERCIAL IMPACT

IMPACT

Operators on Flow are seeing material shifts in commercial performance.

68%

Increase in customer NPS

52%

Reduction in operational staff time and cost

94%

Of bookings made digitally

WHAT YOU UNLOCK

- Increase conversion and online bookings
- Drive higher utilisation across facilities and peak times
- Reduce operational cost and front-of-house dependency
- Improve retention and lifetime value of members
- Real-time visibility across your entire operation

AI • BUILT IN

AI-powered operations, built in.

Flow uses AI to automate, optimise and enhance every part of your operation — practical, not promotional.



Natural language control

Configure pricing, schedules and rules instantly — no specialist required.



Intelligent upsell

Revenue optimisation prompts at the point of booking and check-in.



Automated workflows

Routine customer interactions and back-office tasks, handled.



Predictive insights

Forecast demand, identify at-risk members, plan capacity confidently.

TRUSTED BY LEADING OPERATORS

Powering millions of bookings annually across leisure operators, health clubs, councils and universities.

GLL	The Lensbury Club	University of Edinburgh	Active Lambeth	CHARTERHOUSE CLUB
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Flow was a transformational upgrade across every site and gave our team the data to make informed business decisions



Head of Customer Experience and Digital
Vision RCL