Easy Check In Idea Guide

Welcome back! Today's idea will cover automating sign up and check-in for a recurring event.

With online shopping becoming as prominent as it is today, the last thing that many people want to do is have to talk to a salesperson in order to purchase what they want. We want to go online, find what we want and get what we paid for.

According to an annual survey done by the analytics firm comScore and UPS, shoppers are now making 51% of their purchases online. Customers buy online because they expect choice, transparency about inventory levels and the ability to research prices, customer reviews and promotional offers, but also because shopping online requires a low amount of effort on their part.

PlusThis now helps an in person service or membership be just as easy and automated.

Say I'm running a gym. I have my in house sales people for all of my walk-in interests, but I also allow for my customers to sign up online should they so desire. When they sign up, I send them an email asking which classes they'd like to register for in addition to the standard facilities.

At this point I can then use PlusThis' Easy Check-In feature to create a QR code that can be pulled up on their phones or printed, and allows them to scan into our facility and attend the classes that they registered for. It stores and displays information like their name, but it can also do the same with the goals that they've set, and the last time they checked in. This can also be used as a one-time use code if I wanted to offer a free trial to start.

Now, without any barriers, my customers have signed up and can start attending my facilities.

With the information gathered and stored by PlusThis' Easy Check-In feature, I could also build campaigns inside of my marketing automation system to continue to engage with my customers. Whether I'm congratulating them on their hard work for continued attendance, or asking where they've been after not showing to a class in while.

To learn more on how to set up Easy Check-In, follow the link next to this video to visit our support center.