

# Gold's Gym International

Simplifying and streamlining business processes with ADP's turnkey solutions



## Challenges:



Time-intensive manual procedures



Fragmented systems



Limited resources to focus on business growth

Since opening its doors in 1965, Gold's Gym International has grown into a global fitness icon with nearly 600 franchise locations across 30 countries. The company prides itself on promoting a wellness environment for all, helping members and employees boost their health and enhance their lives through fitness. To better serve its members and franchisees, Gold's Gym needed a solution to simplify manual tasks and establish cohesive business systems across its locations. In doing so, its goal was to improve customer service and find more creative ways to support team members and business growth.

"The biggest benefit that ADP® offers to us is that turnkey solution," says Craig Sherwood, Chief Development Officer for Gold's Gym International. "Our franchisees don't have to worry about the payroll element. ADP takes care of it, and our franchisees are the beneficiaries."

Adds Russ Aaron, the organization's Director of Compensation and Benefits, "We've been able to bring a lot of different systems together, whether it's HR, payroll, benefits — all under one roof. It's enhanced the team member experience. It's enhanced my experience. And I just love ADP."

Watch [adp.com/GoldsGymVideo](http://adp.com/GoldsGymVideo) to see how ADP is helping Gold's Gym and its franchisees make great work happen with stronger payroll, benefits and time management processes.



"Working with ADP allows us to save time & money, & spend more time finding creative ways to help our team members."

- JoLynda Ash, Senior VP of HR

