COVERME.
FITNESS

ENTERPRISE

The workforce platform for health, fitness and wellness.

For multi-site operators, groups and the people who run them.

Your largest controllable cost has no software. Until now.

Your members have a system of record. Your finances have a system of record. The people who deliver your product do not. CoverMe is the third one: every person who works across your estate, from the group exercise timetable to the hours that go to payroll, in one place and in real time.

Book a Demo | Watch a Demo

95%
Operator retention over four years

80+
Brands across five regions

25,000+
Verified fitness professionals

11%
Average reduction in operational cost

Trusted by GoodLife, Snap Fitness, Virgin Active, Total Fitness and many more.

People are the product. So why are they the one line you cannot see?

01

People are the largest controllable cost in your business.

Salaries and rent are around 70% of operating expenses, and the best operators track payroll as a percentage of revenue as a core KPI.

02

It is the only major line with no system of record.

Members have one. Finance has one. Assets have one. The people who deliver the product run on spreadsheets, group chats and the memory of a duty manager.

03

In this industry, that is a revenue problem.

In most sectors the workforce delivers the product. In fitness the workforce is the product, so workforce data and member retention are the same dataset. Nobody has joined them up. We have.

In most sectors the workforce delivers the product. In fitness, the workforce is the product.

One platform. Four reasons to buy it.

FOR THE CFO

See your largest controllable cost in real time.

Every hour worked, approved and ready for payroll. Cost by site, by role, by week. Leakage closed and an audit trail behind every number.

FOR THE COO

Stop running a multi-site estate on single-site tools.

One standard across every site. Cover filled by algorithmic matching in seconds, your own team first. Benchmark regions against each other and give managers their hours back.

FOR THE CEO AND CMO

Your workforce is your member experience. Measure both.

Cancelled programming drives churn. Keep every class running and every PT booking in your system, and watch member retention improve by 23%.

FOR THE CHRO

The most flexible workforce in any consumer industry, finally instrumented.

Qualifications, insurance and right to work held live and human-verified. Reliability on every profile. Attrition you can see coming, and a network to hire from when it does.

Every product. One record. Your whole estate.

CoverMe GEX

Live timetable sync, cover in seconds, compliance, messaging and reporting across every site.

CoverMe PT

Members matched to the right PT on demand, booked and paid in seconds inside your own app. PT revenue up 60%.

CoverMe Recruit

A verified network matched to your brand avatar in seconds, for a gig or a permanent hire, then your own process.

CoverMe Rising Star

The pipeline. Newly qualified professionals connected to your estate before anyone else reaches them.

The power is not in any one of those. It is in the connection between them; which is what turns a cover request into a filled class, and a rota into a managed cost line, without a manager touching it.

Built to run in the background. Like it has always been there.

Integrates alongside what you run

Two-way sync with your booking and membership systems, so nobody rekeys a class. We manage the people who deliver. Your existing systems keep managing the people who pay.

Rolled out estate-wide, not site by site

Discovery, pilot, rollout. One configuration, one set of rules, every site live on the same standard. No operator who has rolled out has gone back to the old way.

Secure, scalable, maintained

A dedicated engineering team that does this and only this, every day. SOC 2 and ISO on the roadmap, SSO, and a platform already running across five regions.

Not gym management software.

That manages the people who pay. We manage the people who deliver.

Not a staffing agency.

We do not sell labour or take a margin on people. We are infrastructure.

Not a horizontal workforce tool.

Built for a workforce that holds four qualifications and works across six venues, not one that clocks in at a single desk.

Deep fitness roots. Elite technical execution.

CoverMe was built by people who ran the floor and engineered the fix. We have spent millions building what you would otherwise have to build, maintain, scale and secure yourself. These systems don't cost you. They make you money.

Thirty minutes with your estate numbers. We will show you where the cost is, where the revenue is, and what both look like with a system of record behind them.

Book a Discovery Call | Download the Enterprise Overview

Built for the floor.