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“In the first month, these clubs received 5x more applicants than the previous month...”

Planet Fitness

Case Study



Company Overview

- Planet Fitness is one of the most successful and fastest growing fitness franchises in the country with over 900 locations across North America and more than 6 million members.
- Their walk-in and online applicants were instructed to submit a general employment application which did not specify what role they were applying to. This was often a deterrent to applicants and an inefficient use of time for both managers and prospective candidates.
- These outdated practices made the resume database difficult and cumbersome for the club managers to navigate through.

Their Challenge

- Planet Fitness Headquarters was expanding their corporate team and needed a resource to support their growing hiring needs.
- Since their corporate office positions required relocation to New Hampshire, it was important for them to sell potential applicants not only on the position but also on the lifestyle and benefits of the position's location.
- Club managers wanted a simple way to increase their applicant pool and improve their current application process, while also giving applicants the option to apply directly from their mobile devices.

Our Solution

- CareerPlug built a custom careers page for Planet Fitness' corporate headquarters where they could present company photos and details about moving to the area.
- They immediately found CareerPlug's software to be intuitive and easy to use. In the first month these clubs received 5 times more applicants than the previous month.
- This success led Planet Fitness to offer CareerPlug's hiring software to all of their franchise owner groups with the same application process and integration to the Planet Fitness website. **The significant increase in applicant flow and streamlined hiring processes have helped Planet Fitness franchisees keep their hiring on pace with their rapid expansion.**

