



Part of Richard Branson's Virgin Group, the gym company launched in 1999 and now has health club branches spreading across South Africa, Namibia, Italy, Spain, Portugal, Australia, Singapore, Thailand and the United Kingdom.



What
Health and fitness



Where
International



Who
BSM - Darren Simpson

OVERVIEW

Virgin Active has grown to be a massive chain with membership numbers totalling more than 1.4 million. That's a lot of people to keep in touch with! Darren and his team use SMTP2GO for SMS routing and the sending of welcome/confirmation emails, gym notifications and class/personal trainer bookings.

CHALLENGE

"Given the volumes of email messages our business sends to our members, we required a robust email gateway that's able to cope with our volumes across multiple platforms throughout the region. Having local networks in Singapore, Thailand and Australia, our preference was to roll out the email gateway as a shared service amongst the three countries."



SOLUTION

"The benefit of being able to use a uniform gateway across all systems has meant we haven't had to develop multiple interfaces and have been able to keep the platform uniform across the APAC region. Most importantly, we like the ability to be able to see an archived view of what was delivered to our members inbox."