

Designing a seamless member experience from booking to payment



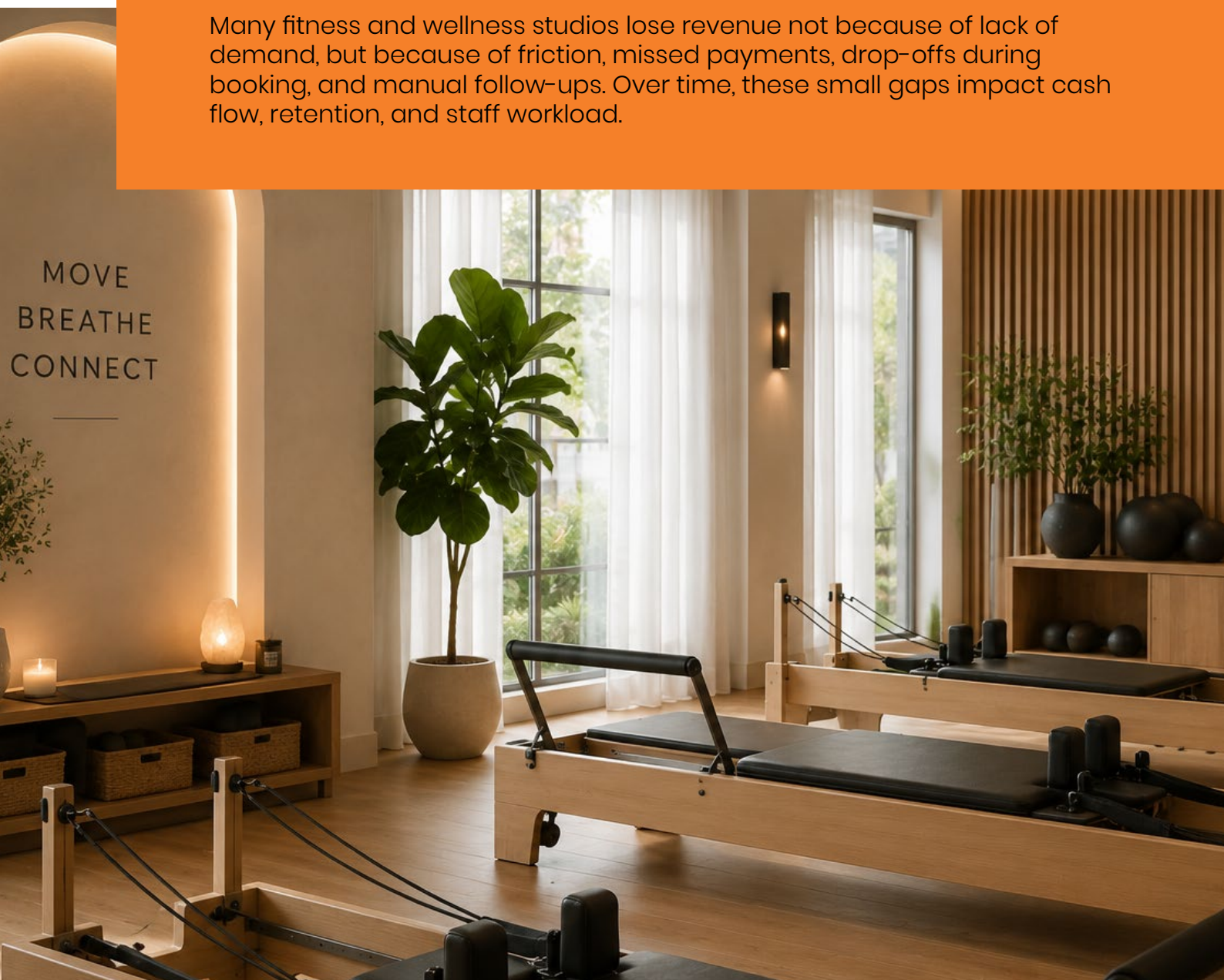
Designing a seamless member experience from booking to payment

Your members' experience begins the moment they try to book, pay or ask a simple question like "...how do I get started?"

If booking or making payments feels slow, confusing, or inconsistent, friction builds before the relationship even begins. Today's members expect things to work smoothly, whether they are booking online at home or paying in person at the front desk.

A seamless experience means reducing friction at every touchpoint, from web booking through to ongoing payments.

Many fitness and wellness studios lose revenue not because of lack of demand, but because of friction, missed payments, drop-offs during booking, and manual follow-ups. Over time, these small gaps impact cash flow, retention, and staff workload.



Why booking and payment should work as one

Across APAC, client expectations are increasingly shaped by mobile-first behaviour and access to preferred local payment methods.

When booking and payment sit in separate systems or require multiple steps, friction is inevitable. Members get confused, drop off mid-journey, staff need to step in, and Revenue opportunities are lost.

Connecting booking and payment creates a single, smooth flow where:

- Members complete everything in one journey
- Payment details are captured upfront
- Back-up payment method(s) are collected in the same flow to minimise the chances of failed payments
- Subscriptions start without intervention
- Staff avoid manual follow-ups

When these steps work together, the experience feels intentional, professional, and easy.



Easy web-based booking that removes friction upfront

Online booking should feel fast and intuitive, not like a form-filling exercise.

A low-friction web booking experience should:

- Work seamlessly on desktop and mobile
- Clearly present pack options and subscriptions
- Capture essential information
- Collect payment details as part of booking

By allowing members to book and pay in one flow, businesses reduce drop-off, increase conversion at booking, and avoid the need for follow-up emails or phone calls.

Supporting one-off packs and recurring subscriptions

Most fitness and wellness studios offer both one-off packs and recurring memberships. Both need to feel equally simple to purchase.

For one-off packs, members expect:

- Clear pricing
- Immediate payment during booking
- Instant confirmation

For recurring subscriptions, friction is reduced when:

- Payment details are captured once
- Billing schedules are explained upfront
- Payments run automatically after signup

By handling both models within the same booking experience, businesses avoid complexity while giving members confidence and clarity from day one.

Capturing payment details early to eliminate future friction

One of the most common causes of payment friction happens after onboarding, when staff need to chase payment details that were never captured properly. Members should also be free to provide multiple back-up methods to reduce the risk of failed payments and missed revenue.

Collecting payment details during booking or signup means:

- Fewer failed or delayed payments
- No awkward reminders for staff or members
- Smoother subscription activations
- More predictable, recurring revenue

Members benefit too: they know exactly how and when they will be charged, which builds trust early and reduces disputes later.

Offering preferred payment methods at every touchpoint

Payment friction often comes down to choice. If members cannot pay using familiar or preferred methods, they are more likely to abandon the process.

Supporting preferred payment methods helps to:

- Increase conversion at checkout
- Reduce failed payments
- Improve satisfaction and trust

Whether payments happen online or in person, consistency matters. Members should feel the same ease regardless of where they choose to interact with your business.

Top tip - reducing device and hardware friction with Ezytap Tap to Pay

Traditional payment terminals often introduce unnecessary friction. They are shared, fixed in place and require separate setup and management.

Ezytap Tap to Pay (currently in Australia and New Zealand) enables payments directly on compatible mobile devices or iPads, with no extra hardware required.

This helps teams:

- Take payments anywhere at the front desk
- Reduce reliance on physical terminals
- Keep payment flows fast and flexible
- Capture one-off and recurring payments within the same system
- Simplify reconciliation with consolidated reporting across all payment types

For members, tapping to pay feels familiar and quick. For staff, it simplifies how in-person payments are handled while keeping reporting and operations consistent across the business.



Seamless in-person payments using tablets and staff-assisted flows

Not every member will complete booking and payment on their own device. Some will need help at the front desk or prefer to pay in person.

A frictionless front desk experience supports:

- iPads or compatible mobile devices used by staff for guided booking and payments
- Clear, simple flows that staff can follow quickly
- On-the-spot payment capture without switching systems

When members are unable or unwilling to use a tablet themselves, staff can step in and guide them through the same streamlined process, without creating delays or manual workarounds.

This keeps the experience consistent, reduces queues, and avoids fragmented payment journeys.

Designing onboarding that works for members and staff

A seamless onboarding experience accounts for both self-serve and assisted journeys.

Low-friction onboarding should:

- Capture payment details once
- Support online and in-person flows
- Be easy for staff to explain and complete
- Reduce the need for manual follow-ups

When staff have a clear, guided process to follow, onboarding becomes faster and more consistent, even when members need extra support.

This keeps the experience consistent, reduces queues, and avoids fragmented payment journeys.



Frictionless experiences drive retention, not just conversion

Friction is not always obvious, but members feel it quickly. Extra steps, payment confusion or awkward front desk moments all add up.

By designing experiences where booking and payment work together, businesses can:

- Convert more bookings
- Reduce admin and payment issues
- Deliver a more polished member experience

Ezypay supports friction reduction at every step, from easy web booking and upfront payment capture to tablet-based front desk flows and Tap to Pay convenience which is available in selected markets.. Whether you run a Pilates studio, yoga studio, recovery center or broader fitness and wellness business, Ezypay helps create a seamless payment experience that supports growth across APAC.

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