



[www.asfinternational.com](http://www.asfinternational.com)

1-800-527-6898

February 14, 2011  
FOR IMMEDIATE RELEASE

Denver, Colorado---  
**ASF International & InTouch Technology  
Are Now Integrated**

ASF International & InTouch Technology are excited to announce their new, partnered integration. Now any of ASF's over 3,000 North American locations have the option to communicate with their leads and members via InTouch's Communication Management system, TouchPoint. All relevant information will transfer smoothly from TouchPoint directly to the ASF International Online Business Center, allowing for streamlined administration.

"We are always looking for ways to improve our software operations and TouchPoint helps our customers reach out a minimum of 7-11 times to each lead & member, which is crucial to increasing sales," said Sean Kirby, ASF's National Sales Director. "We look forward to the launch of this streamlined enhancement with InTouch."

Scott Johnson, CEO of InTouch Technology further explains, "We are very excited to create a seamless flow of information between TouchPoint and ASF. ASF is one of the leading club management systems and we are proud to partner with them and help their customers sell more memberships!"

**ABOUT ASF INTERNATIONAL**

At ASF we believe excellence isn't a skill, it's a mindset created through experience. For nearly 40 years, we have held ourselves to this standard. We listen to our clients and adapt to their needs. This has helped us pinpoint the best methods for payment processing and software development - which translates into more money and better technology for our clients. We can collect everything from monthly dues to add-ons, and process immediate credit card authorizations for down payments and pro-shop sales. If you can sell it, we can bill it!

Our pricing is simple, no contracts, and no hidden fees. We work on a percentage of what we collect for you, based on the method and volume of payments. So, as you grow, you earn the opportunity to pay less.

In addition to billing services, ASF clients also have access to a variety of club management and marketing tools designed to give them more control over their business and increase their membership base. As a client, you will have unlimited access to training and support on all of our services and products. To learn more about ASF International, visit our website at [www.asfinternational.com](http://www.asfinternational.com), or email [info@asfint.com](mailto:info@asfint.com).

**ABOUT INTOUCHTECH TECHNOLOGY**

InTouch works with health clubs on the frequency of their communication to their leads and members, which results in an average 30% increase in revenue through membership and personal training sales.

TouchPoint is a web-based Communication Management application specifically for health club, that guarantees every lead and member receives the minimum 7-11 points of contact and follow-up!

Unlike paper-based and club management systems that rely too much on people to communicate and schedule follow-up activities, TouchPoint increases staff efficiency and takes out human error by automatically sending out branded emails, text message and scheduling staff follow-up calls and activities.

TouchPoint also provides clubs ways to generate more leads via inbound SMS, Facebook and its Member Referral module.

To learn more about increasing your club's sales, please visit [www.intouchtechnology.com](http://www.intouchtechnology.com) or email [sales@intouchtechnology.com](mailto:sales@intouchtechnology.com)



EFT | Billing | Software | Marketing