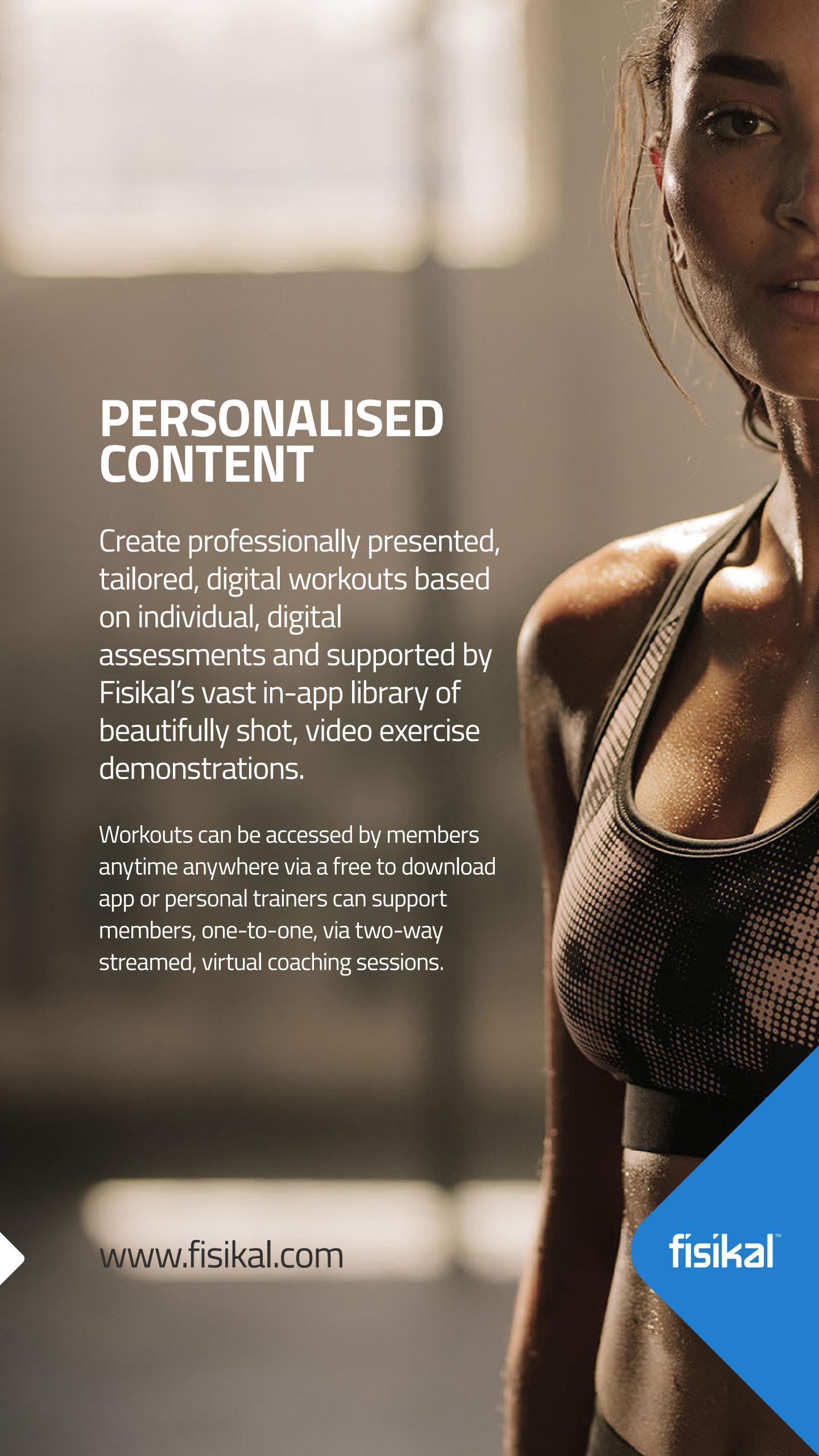


Every member is an individual. Every individual has bespoke needs, motivation triggers and preferences.

In today's market, brand giants like Netflix and Amazon have driven consumers to expect brands to identify and respond to their unique requirements.

Through the integration of Fisikal's advanced digital business management solution, facility operators are able to deliver a highly personalised experience to each and every member.

fisikal



PERSONALISED BOOKING EXPERIENCE

Through our advanced 'room mapping' technology we can present members with a 'map' of a studio depicting equipment layout. For example, members can select the exact bike they wish to book for a group exercise session.

Humans are creatures of habit and will often choose to return to a familiar location if the option to do so is presented. Psychologists have identified this behaviour as 'territorality' and is an inbuilt response to our spatial organising mechanism.





Automate personalised push notifications to members at the touch of a button. This could be a personal note sending congratulations for the achievement of a training goal, acknowledgement of a birthday or a motivational message to drive reengagement.

Fisikal also enables in-app two way communications. This ensures personal trainers and group exercise instructors maintain personal contact even when members are physically distant. This creates a 24-hour, wraparound service of care and support.

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