



LET'S GET PERSONAL

Digital is the new personal.
Create a highly bespoke
experience for each and
every member through
the personalisation of
communications,
fitness content and
purchase opportunities

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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.

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PERSONALISED CONTENT

Create professionally presented, tailored, digital workouts based on individual, digital assessments and supported by Fisikal's vast in-app library of beautifully shot, video exercise demonstrations.

Workouts can be accessed by members anytime anywhere via a free to download app or personal trainers can support members, one-to-one, via two-way streamed, virtual coaching sessions.

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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 'territoriality' and is an inbuilt response to our spatial organising mechanism.



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PERSONALISED COMMUNICATIONS

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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PERSONALISED PURCHASE OPPORTUNITIES

Through analysis of historical habits and behaviours, Fisikal alerts members to specific purchase opportunities relevant to them. This may be the re-ordering of nutritional supplements, the re-booking of a block of Pilates classes or an alert to the launch of a new product or service that 'fits' their profile.



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We are here to help. If you would like to chat through your digital options already included in your package, or how to maximise your digital opportunity in the coming months, please get in touch with us directly via email or phone.

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