

LET'S BUILD A DIGITAL ECOSYSTEM!



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To maintain relevance in a world driven by data and digital connectivity, gym and studio operators must now focus attention on migrating services and processes online, creating a digital ecosystem.

This means embarking on a digital transformation journey that will fundamentally improve business performance and customer-experience.

This is no simple task and will most likely require the integration of many digital providers, enabling best-in-class solutions to work together to produce the most efficient and effective outcome for both operator and consumer.

Fisikal employs a fully open api, actively welcoming connection with other digital solution providers to enable the creation of highly flexible digital ecosystems that address the bespoke needs of each and every operator.

Rather than needing to start from scratch, Fisikal works with each operator's current digital and software provision and, wherever possible, building on this through the integration of added-value services, seamlessly connecting digital services to create a fully complementary digital ecosystem.

Read on to find out how we do this...

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WHAT IS A DIGITAL ECOSYSTEM?

A digital ecosystem is a selection of interconnected information technology resources all working together as a single entity.

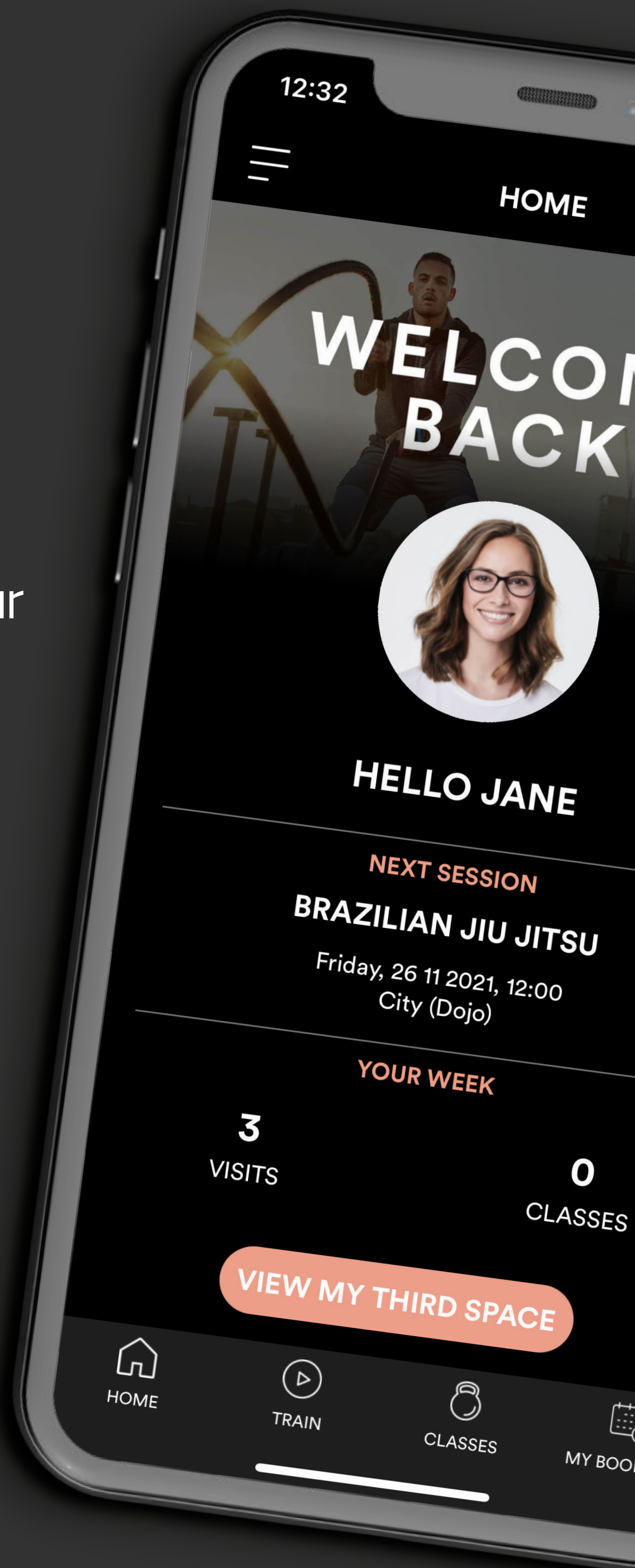
The ability of each independent solution to talk effectively to the other solutions is absolutely key to the success of the overall ecosystem.

WHERE TO START?

Most gyms and studios already employ a Membership Management System (MMS) to manage the membership database. This is, for most, the 'brain' of the business and is a great starting place to begin your digital transformation journey.

Fisikal's fully open API means our platform seamlessly integrates with many of the major MMS's employed by gyms. This enables the expansion of functionality without a complete system reboot keeping costs and inconvenience to a minimum.

For example, an operator could integrate Fisikal's custom-branded member app, creating almost limitless opportunities to extend services and empower members to take more control over their own experience management.



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DIGITAL PAYMENTS.

A connection with Fisikal enables the integration of multiple payment partners including Stripe, Spreedly, Gocardless and PayPal. In a world where consumers value choice, giving members multiple payment options helps to remove spending barriers, helping to drive more pennies to that bottomline.

There is also the option of members setting up a 'Wallet' where they can pre-load funds that can be drawn down as and when needed – again, making payment as seamless as possible.

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INTEGRATION WITH ZAPIER.

Fisikal's integration with Zapier enables a connection to over 3,000 external best in class CRM, financial and other types of software. These include big brand names, such as Salesforce, Hubspot, Xero and Microsoft 365.

This integration allows marketing, financial and other teams to create highly custom-branded automations based on how the member interacts with the fisikal platform and where they are in their member journey.

"HubSpot which, using the Zapier platform as a connector, is seamlessly integrated with Fisikal. Key events in our customer life-cycle are tracked and recorded providing real-time visibility as to where that individual is on their journey with us."

"Each time Fisikal records an interaction that moves a person along their journey, for example from prospect to paying member, the information is automatically updated in HubSpot, ensuring that our communication and targeted marketing to them remains relevant."

"The integration has transformed our business."

James Nuttall, Founder and Finance Director at Surge Fitness – the UK's premium EMS Personal

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WE ARE HERE TO HELP YOUR BUSINESS.

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.

Info@fisikal.com

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CLOSING COMMENT.

Creating a digital ecosystem is complex but an integration with Fisikal can simplify the process through the provision of a single access point to a multitude of other connections.

Working with Fisikal creates a single point of contact for the management of multiple partners, all working together to create an outstanding member experience and enhance operational efficiencies.

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WHERE TO START?

Pulling information from the incumbent MMS, a member could then access training plans, fitness content filtered by preferences and ability, whilst trainers could be alerted to 'high risk' touch points in a members journey, enabling the automation or prompting of actions that positively influence behaviours to encourage attendance and effort.

Fisikal can also integrate functionality such as online bookings, e-commerce and member onboarding – all designed to personalise and enhance the member experience whilst also driving income and operational efficiencies.

Back of house, the operator would also have instant, real time access to de-personalised or individual data displayed in easy to read BI dashboards, that can be used to identify trends and behaviours, helping to guide programming and operational decisions that generate the most effective and efficient outcomes for the good of the business and member experience.

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