2022

LET'S MAXIMISE REVENUE!

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MAXIMISE REVENUE & REDUCE COSTS!

Businesses are saving time, money – and the environment – by making more of their fitness business digital.

With online bookings, PT payments, staff management, assessments and programming, you can streamline your business and reduce costs, and significantly reduce your paper trail in the process.

The result? Expect to see a minimum 4-5 days of human resource hours saved every month as part of your return.

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DIGITALISE PERSONAL TRAINING.

Paper-based Personal Training can cost an operator 5 days per month, per club, to administer. A club chain with 100 clubs could be wasting hundreds of thousands of pounds managing that!

Most clubs hit less than 10% engagement with Personal Training, by digitising the experience, members can get direct access to the right trainer for them at just the touch of a button, helping them to stay motivated and engaged with your brand.

"Through a repositioning of how we promote personal training within the clubs and moving the management of personal training payments and bookings online via a Fisikal integration, our self-employed personal trainers can perform to their full potential and deliver significant financial return, helping to create an environment where they can thrive whilst we can maximise opportunities and minimise risk."

Keith Shaw, Head of Personal Training at Fitness First

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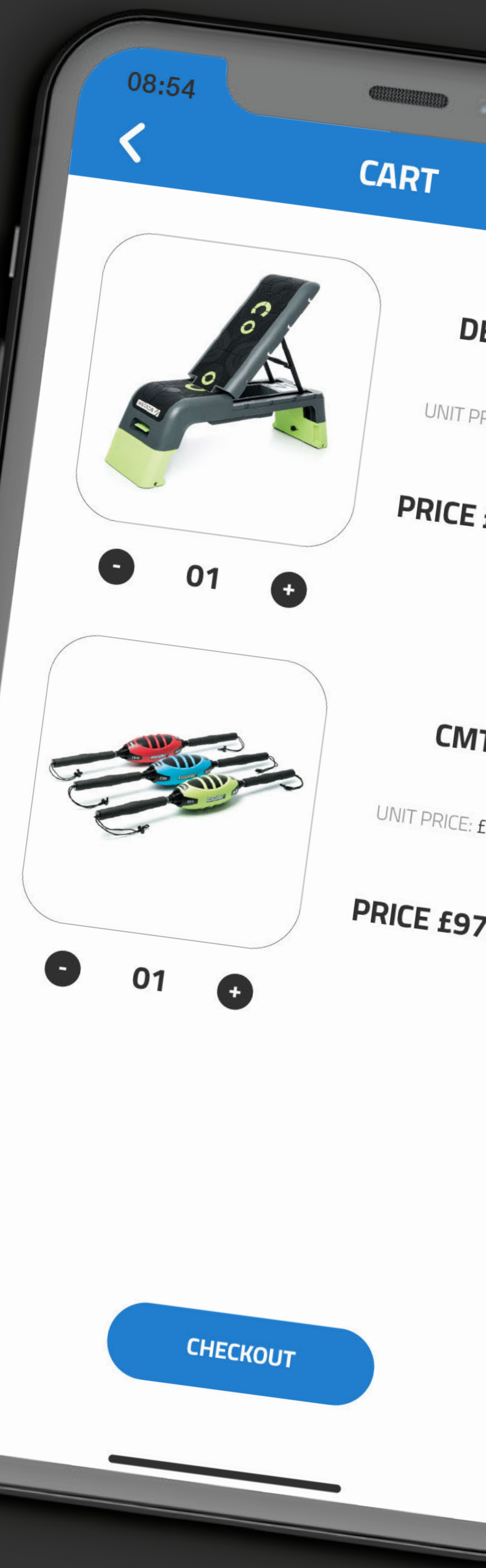
OPEN YOUR DIGITAL SHOP.

Don’t limit your income generating opportunities to membership fees. Think outside the box and offer your members some added-value options which boost your bottom line.

A branded Fisikal app includes the native shop functionality. This allows you to stock a digital shop of products which can be purchased by members either through the app or through your website. If you already have an external shop website, no worries, this can be embedded and displayed within the Fisikal app.

From start to finish, the operator has full visibility over all products sold to members so can review popular items, spot seasonal trends and identify opportunities for discounts or promotions.



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OFFER ADDED VALUE.

Members want flexible, personalised options that suit them. Create hybrid memberships so that they can work out how they want, when they want, wherever they are.

To target those members that may not yet be engaged with your personal trainers, create premium, transformation programming to encourage them into a structured training plan that achieves results and promotes retention.

Track the digital trends to get an overview of what's working and what's not. From these insights, be a step ahead of the curve to offer discounts and promotions to new, and current members via the app.

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MAKE SEAMLESS PAYMENTS.

Through the creation of smart financial management solutions, we help to ensure your business costs are kept to a minimum. This means all your hard work and effort spent on revenue generation is maximised and reflected in profitability.

The Fisikal ‘Wallet’ enables members to securely place a sum of money into a holding ‘wallet’ which can then be drawn down to purchase at their convenience.

As a merchant, you can manage specific products to include imagery, descriptions and pricing. Members can then search for products by filtering categories. If an item is purchased, the payment, billing and delivery process is handled in seconds.

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REDUCE COSTS THROUGH EFFICIENCIES.

Meet member demand and exceed expectations to reduce attrition, streamline business operations digitally and stay at the very centre of your members fitness journey.

Going online with the right digital partner will save time on administration costs and free the team up to focus on the things that matter – supporting and building rapport with the members.

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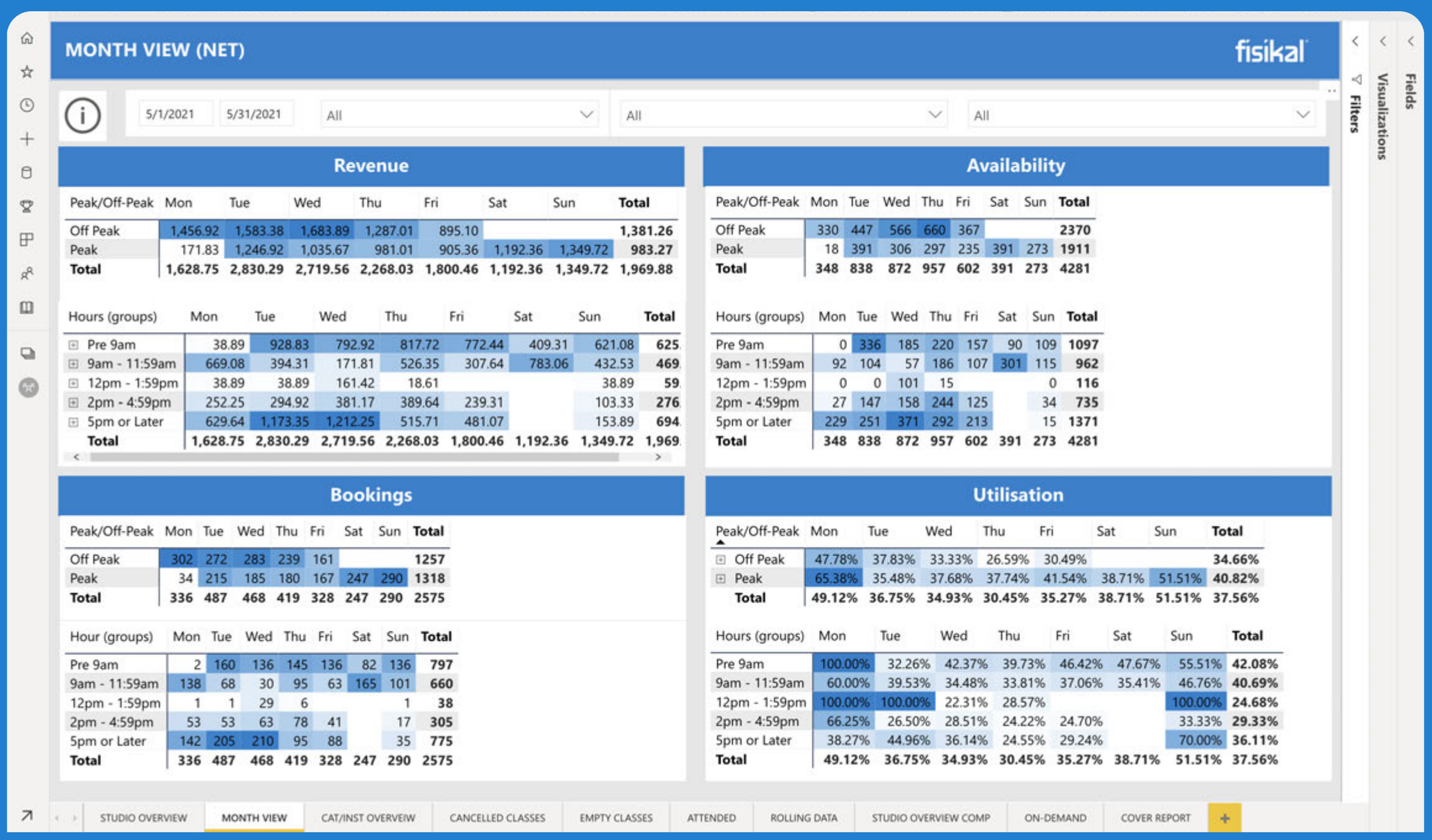
REAL-TIME DASHBOARD DATA.

Fisikal's OPERATOR DASHBOARD creates a single lens to view critical business performance indicators.

Track instant feedback and analyse customer behaviour for both the in-club and digital interaction. All data is collated in real-time and displayed via customisable dashboards to provide an easy-to-read and detailed overview of operational performance.



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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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