

# LET'S GET CUSTOMER CENTRIC

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

**fisikal**<sup>™</sup>

# LET'S CREATE A UNIQUE EXPERIENCE FOR EACH AND EVERY MEMBER.

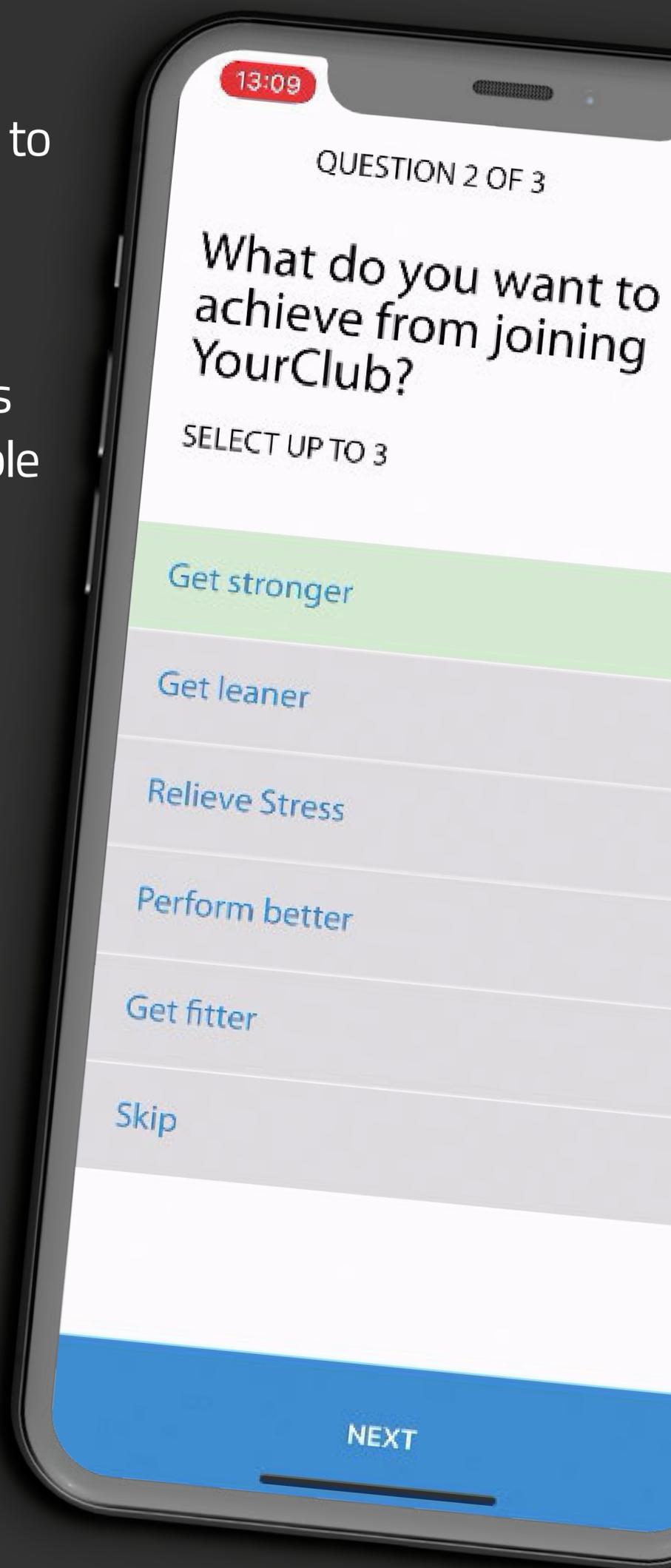
In today's digitally driven world where consumers can access a huge array of products and services at the touch of a button, purchasing and loyalty has become all about the wraparound experience and placing the customer at the heart of the experience.

A few years ago, if a consumer wanted to access a gym they might accept a clunky on-boarding process as a necessary evil in their journey to gym membership. Fast forward to today and things are very different. Now, the purchase, the onboarding and the general administration necessary to get the most out of a membership is all part of the experience and needs to be just as slick, effective and beautifully presented.

# PROFILING.

Know your member. In order to build a member-centred experience you first need to gain an insight into each member's likes, dislikes, aims and ambitions. This will enable you to present only the products and services that will appeal to their preferences and drive them towards their goals. :

Through our profiling functionality, operators are able to conduct detailed questionnaires to build a data set that reflects a members individual profile. Questions can be tailored to align to facility products and services ensuring that each member is presented with offers, and opportunities that directly tap into their motivations and desires enabling the creation of a totally unique and member-centred experience for everyone.



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

**fisikal**<sup>™</sup>

# ONBOARDING.

The member's first 12 weeks of engagement is fragile. A poor experience will more often than not result in a cancelled membership. This is where an effective digital offer can really add value. Through its custom-branded app or website platform, Fisikal can deliver the following:

## **1. Engaging, bite-sized, easy to understand tutorials.**

These can cover a wide range of topics from how to book a training slot to showcasing core features of the app. These not only help alleviate calls to a busy reception desk, they also empower the member to educate themselves, helping to make them feel more confident and in control of managing their own experience.

## **2. Booking a facility / workout / induction / assessment.**

The app automates a reminder and walks the member through this booking process. Initial PARQs and needs analysis can take place digitally, ensuring time spent in-club is efficient and focused on the actual training experience rather than the administration.

## **3. Personalised menu options.**

Members can be presented with a menu that reflect where they are in their member journey. This helps to signpost members to products and services most relevant.

# THE ONGOING JOURNEY.

Once onboard, it is important that the member-centred experience continues. Fisikal's advanced functionality seamlessly delivers the following:

## 1. Content filtration.

Show members the content that most aligns to their declared preferences and desired fitness, health and wellbeing outcomes. This might be class types (potentially in-person, on-demand and live-streamed). Filtering out irrelevant content streamlines the experience and makes it totally bespoke. Presenting fitness content in the way Netflix filters and presents tailored entertainment content.

## 2. Training plans.

Working with a trainer (virtually or in-person), tailored workout plans and assessments can be compiled and accessed by members from any location via a mobile app or website. This enables training opportunities anywhere in the world, at any time. Visual exercise demonstration, filtered by relevance, support the programme, picked from an almost limitless library of professionally shot content.

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



**fisikal**<sup>™</sup>

### **3. Transformational programming.**

Content can be pre-programmed and 'drip fed' to members as they progress through their journey. This keeps the training experience fresh and ensures the training programme incorporates progressions that push members to wards declared goals.

### **4. Room Mapping.**

Once group exercise is back on the agenda, Fisikal's room mapping technology creates a virtual plan of a studio, enabling a member to reserve the exact workout station they want to occupy when they arrive at the facility, enabling the personalisation of environment.

### **5. Communication.**

Through personalised, automated push notifications and two-way audio and visual connection, a member can be made to feel all communication is created specifically for them. This helps to strengthen the bond between an individual and the brand, giving the sense of a much more personal relationship and connection promoting loyalty and longevity.

# 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](mailto:Info@fisikal.com)

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

**fisikal**<sup>™</sup>