

# LET'S DIGITALISE ONBOARDING!

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Every individual has a unique reason for embarking on a health and fitness programme, whether it be building strength, losing weight or preparing for a marathon. For operators, the challenge lies in creating an environment that offers each member or client a highly bespoke service – catering for individual needs and abilities, usually both inside and outside of a physical facility.

Content needs to be relevant, engaging and well timed, hand-holding the member successfully through their initial three months is absolutely imperative if that member is to develop longer-term habits, maintaining their focus and motivation to train.

Fisikal has developed a digital member onboarding solution that presents selected content at timely touchpoints on the member's onboarding journey. Integrated into either an app or a website, digital onboarding provides constant, progressive support to every member, wherever they are, whenever they need it.

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# WHY DRIP FEED CONTENT?

Fisikal delivers a huge array of digital fitness content from individual exercise demonstrations to fully developed workouts and training plans. Opening access to all of this content all of the time, from day one could be overwhelming and confusing, at a time when a member needs support and guidance.

The key to a successful delivery is drip feeding content to members as they move along their training journey, presenting only content that is relevant to their needs and preferences at that precise moment in their training plan.

This is exactly how the Fisikal solution performs. Every member has a unique set of needs and preferences and their content provision needs to reflect this.

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# HOW FISIKAL MANAGES CONTENT DELIVERY.

In response to data collected from a member questionnaire detailing training goals, ability and preferences, Fisikal automates the release of content in carefully selected batches over a specified time frame.

On day one of their onboarding journey, members are provided with motivating welcome guides and a snapshot of what they can expect from their bespoke content over the coming weeks and months. Content is varied, for example weekly or monthly personalised programmes, recipes, workouts or guides, taking the form of videos, PDFs and Podcasts – maintaining interest levels and addressing a range of consumption method preferences.

Drip feeding information shows a member only content relevant to their ability and goal attainment, providing a member-centric service that is results driven and performance focused. A member who is achieving goals and is constantly aware of the next stage in their journey is much more likely to remain a member than one who is left to make their own way.

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# SUPPORT MEMBER ONBOARDING.

Fisikal's digital onboarding function also ties remote training seamlessly to in-club training. As part of the on-boarding journey, members can receive automated messages about any relevant classes, products or services provided in-club that will support their training journey. This might be a signpost to a yoga class or a head-up about a piece of home functional training kit available in the shop. These messages can be automated for delivery at key touchpoints on the member's journey, reducing administration for the club and trainer, whilst supporting the member when it really matters.

Fisikal's onboarding solution enables operators and trainers to provide members and clients with a highly personalised content experience, similar to that delivered by pioneering media platforms such as Netflix and facebook. This is now the 'expected norm' and Fisikal makes this possible.

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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](mailto:Info@fisikal.com)

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