



**LET'S
DO
PT**

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Are you confident that you are maximising efficiency and revenue opportunities relating to your personal training business? If not, read on.

Fisikal is focused on working with facility owners and individuals to build strong, resilient and sustainable personal training businesses through the creation of bespoke digital business management.

Here we look at ways our solutions can streamline your business and enhance your client service delivery.

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ONLINE BOOKINGS AND PAYMENTS

Moving this functionality online has three main benefits; real time business performance analysis, operational efficiency and an enhanced client experience, all contributing to a more financially successful business. Sound good?

Our system provides a single channel through which all transactions can be managed. Clients can book single or multiple sessions direct via a white labelled app. Payment can also be made direct, either drawing down from a virtual wallet preloaded with funds or via a debit or credit card. Sessions can be made available either as single units or in blocks depending on the business model employed – the system allows total flexibility.

Operators can also benefit from our personal training team management system which offers shift pattern management, directing clients to trainers who have availability at the times they want to train.

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DIGITAL PROGRAMMING AND ASSESSMENTS

Fiskal offers a huge library of fitness content, provided by, Escape Fitness. This enables the creation of professional online workouts, to guide towards health and fitness goals. Our solution also supports the creation of online health assessments.

This digital service creates a new revenue stream, opening opportunities to create a digital personal training service which delivers support and coaching regardless of geographical location – perfect during these times of social distancing.

In club – less than 10 per cent of members invest in face to face personal training Offering online personal training taps into a consumer preference for virtual support and keeps them engaged with your brand, even when they are not with you in person.

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EDUCATION AND BUSINESS SUPPORT

Retaining great PT's continues to be a major challenge for gyms and studios. More needs to be done to support PT's to build successful, financially viable businesses.

In order to retain great PT's, operators should provide a digital solution which can support PT's to efficiently manage client portfolios, improve the service they deliver and enhance member experience.

A digital platform can also provide education and programme inspiration, helping PT's to deliver on-trend and innovative training plans for clients.

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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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