

LET'S GO HYBRID



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THE HYBRID MODEL IS HERE TO STAY!

Thanks to the 'Stay at Home' government directive imposed for extended periods over the last year, most fitness operators and personal trainers have had to embrace digitalisation and develop a 'hybrid' model that seamlessly blends in-person and remote training opportunities.

There is no going back. The sector has evolved. Moving forwards, the digital offer and the effectiveness of this 'blended solution' is going to be a key differentiator in the market.

WHY GO HYBRID?

Extending the capability of your brand to reach and engage consumers beyond those willing and able to visit a physical facility hugely elevates the commercial opportunity of your business.

Suddenly your potential audience extends beyond a 2 mile travel time to anywhere in the world. The sky really is the limit. Through a professionally presented, custom-branded and user-friendly app or web platform, consumers can access your brand any time, from anywhere enabling you to build a global community.

That said, there is still value in the provision of an in-person experience. This is the 'golden ticket' in the David and Goliath battle with Big Tech. Google, Amazon and Netflix might all have their eyes on the fitness space but, as yet, none of them are able to tap into the buzz of the in-person training or GX experience.

The ability to beautifully blend an in-person and remote experience is how operators will remain relevant in today's fast evolving market.

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ENABLING A CUSTOMER-CENTRED EXPERIENCE.

In a Hybrid model, the customer is empowered to self-manage their fitness journey. No longer constrained by restricted operating hours or rigid class timetables, the customer has the freedom to choose how and when they train.

Through the availability of live streaming and on-demand services, the customer can access content from anywhere, at any time, creating a bespoke offer that fits in with their individual daily routine. Training plans and exercise demonstrations are also available at just the touch of a button, meaning workouts can still take place even if a visit to the facility is not possible.

That said, we are social creatures and nothing beats the buzz of a live, in-person class or a tough functional training session on the gym floor. For the moments when people want the community atmosphere, there is no substitute for the live-in-person experience.

A Hybrid model offers the consumer total flexibility. Everyone has times in their life when fitting in exercise is difficult. Through the integration of a digital offer, consumers can 'flex' their training around other commitments rather than reaching for the cancel button.

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PERSONALISATION.

Netflix, Amazon and facebook have all shown us the value in personalisation. If we watch a film on Netflix, we are recommended a list of others we might like. If we buy a product on Amazon, we are shown several others that might complement our purchase. If we enquire about a service on facebook, we are inundated with adverts from similar suppliers.

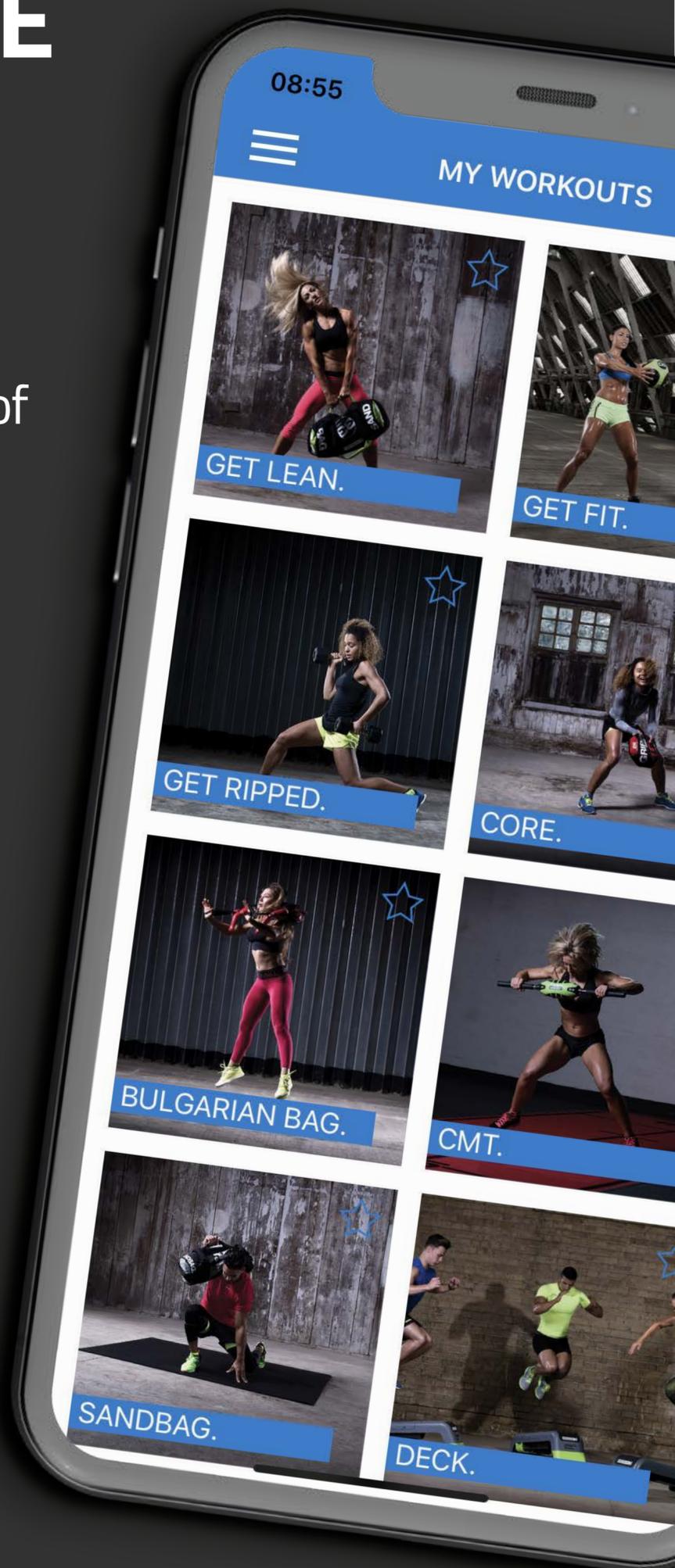
In today's world, consumers expect content and services to be tailored to their needs. The introduction of digital services, central to the hybrid model, make this possible.

For example, if a member has declared a preference for holistic classes and a dislike of high intensity classes, it makes sense to only show them holistic class timetable. This streamlines their experience, filtering out irrelevant 'noise', and creates an experience tailored to their needs. AI and machine learning capabilities will see this functionality accelerate in our sector over the coming months.

DOES YOUR MODEL CUT THE MUSTARD?

If you have yet to start your digital journey or you have a solution which is falling short of excellent, have a no obligation chat with us.

Creating a successful hybrid offer is more accessible than you think. In most cases, the investment in our solution is quickly outweighed by the immediate value gained from improved member engagement and the ability to create new income streams which you can market to a global audience.



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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.

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