



Health Clubs, Gyms & Fitness Centers - The Proximity Way!

By Nicholas Ashton, CEO/CIO, CommSmart Global Group



Health clubs, gyms, and fitness centers are busy places where members are there for one reason and one reason only, to get fit and their life in a healthy order.

Simple enough, but it is all about time, the time it takes to get there, park, check-in, set-up the effective daily fitness regime and keep track of the achievement. So much to think about and do before you even activate your sweat glands and productive exercise program.

Checking in means you brought your plastic fob which is in one your pockets or the bottom of the handbag or clutch and present it to the scanner, which, depending on the time of day has several people waiting to do the same thing.

How would it feel if you never ever had to do that again? Just walk-in and get right to your routine sounds good and a perfect time saver. It does not stop there, planning your exercise and knowing where you left off last time with what progress you have achieved is part of your drive to reach your goal, again it takes time before you get started.

The one thing that no-one leaves home without anymore is the Smartphone, right in the palm of your hand or on your person, that is the key to improved productivity for all. The above is achievable with the Smartphone and the information is always securely with you.

Health clubs, fitness centers and gyms are facing increased competition from versatile workout technology, like wearable exercise bands, that are now more accessible to consumers than ever before. Business intelligence tells us gyms, health, and fitness centers will look to offset high capital costs and increased competition by reducing labor costs.



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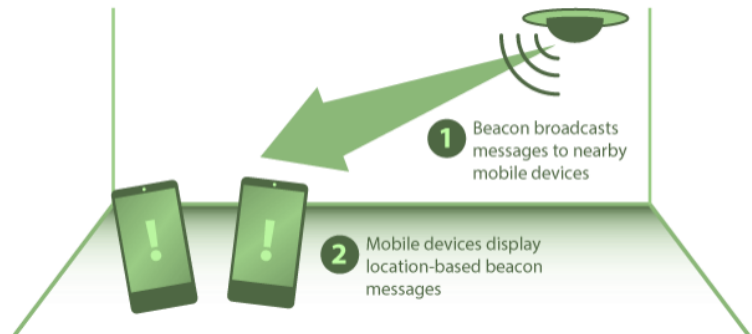
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PSM- Proximity Beacon technology, which is a powerful tool used by retailers and large venues to streamline communications with customers, it can be used to achieve the same results for health clubs, gyms, and fitness centers. Increasing customer engagement while reducing labor expenses is a winning routine for fitness centers ready to bulk up their revenues.

PSM Beacon Technology strengthens the buyer-seller relationship and provides data and information to retailers to improve the in-store experience for the shoppers. For years, retailers considered Near Field Communications (NFC) technology to track the number of walk-ins at the store and customer behavior. This technology has totally reached its limits, PSM Proximity Beacons are leading to deliver a promising customer in-store shopping experience.

How DO PSM Proximity Beacons

Work? The majority of Smartphones, (Android, needs no app whatsoever via Google Nearby with some limitations). Apple Smartphones which believe it or not are the minority by leaps and bounds need an App. Android Smartphones 65+%, Apple iPhone 30.7% in the USA. The consumer uses a Bluetooth enabled Smartphone and is given a reason to install an app on their device to let the PSM Proximity Beacons work effectively. Yes, an incentive or call to action.



Going mobile with Proximity Beacons helps gyms to market to Millennials & those who have adapted to the Smartphone technology

One changing demographics that are having a large influence on how gyms must respond is the rise of the Millennial generation. An overwhelming number of young professionals, a major customer base for gyms and fitness centers across the country, not only own smartphones but operate much of their life around the attached device. Expectations for mobile functionality have increased, noted Study Breaks Magazine. 'Wi-Fi access is no longer a perk, it's the standard'. *PSM – Proximity Beacons* allow health clubs, gyms, and fitness centers to go one step further, and leverage the Millennial love of smartphones to boost their engagement.

PSM – Proximity Beacons provide businesses with a direct line of communication to each customer via a cost-effective Low Energy Bluetooth beacon/transmitter, (up-to 100 radiated yards). Through a new App or integrated with an existing in-use App, visitors can join the gym's membership program, download free coupons, upload workout plans designed at home, locate open machines, post their performances on social media and answer short surveys regarding newly added amenities and equipment. In addition to luring in smartphone-loving young adults with a passion for new technology, seniors have caught on as well through their children or grandchildren! These high-tech amenities can serve as a means of increasing customer engagement from fitness lovers of every generation.

App-driven workout plans turn smartphones into personal trainers

One way that **PSM – Proximity Beacon technology** can be successfully used to offset high labor costs is by helping gyms and fitness centers to provide automated, virtual training programs. In creating a system of tracking customer routines and frequency of their visits, gyms can produce automatic workout suggestions that are tailored to the fitness level of the visitor using the app. With a personalized routine always on hand, the desire for the assistance of a personal trainer dips and fitness centers earn an opportunity to restructure their staff accordingly.

PSM – Proximity Beacon generated customer data help businesses to target problem areas

Busy health clubs, gyms, and fitness centers must account for a large amount of bustling foot traffic as visitor's queue or line-up for machines and move from station to station. Locating sources of congestion and identifying which piece of equipment is creating the longest line becomes considerably easier when businesses have the ability to track customer locations in the store, and **PSM – Proximity Beacons** provide fitness centers with the tools necessary to make turn this plan into a reality. Data and analytics are our key to full knowledge and keeping you and your clients in the KNOW!

PSM – Proximity Beacons will effortlessly collect information about customers with the gym's app on their smartphone, and compiling this data from multiple visitors provides valuable insights into the facility's hot zones and which pieces of equipment are most overlooked. Access to this data makes it simple to tailor purchases and reorganization to the needs and wants of the gym's clientele.

Truly ambitious fitness centers may even develop their own automated queuing system that alerts via nearby screens when the service or piece of equipment of their choice becomes available. A comprehensive Content Management System would make it easy to incorporate wall mounted flat screens into a gym's new marketing strategy with digital content.

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