



17% more engagement in half the time with VI Transform

VI Transform's customizable app framework meant a simpler and more efficient way to get a best-in-class mobile app to fitness club members.

CHALLENGE



With 5,000 franchised locations in 50 countries, this fitness company was ready to accelerate their customer experience, moving beyond state of the art gym access to a provider of coaching and community. But a custom app built from scratch can be time-intensive and expensive.

OPPORTUNITY



VI identified a need in the market for fitness centers and gyms to transform their digital experience with a Generative AI modules suite and white-label end-to-end member experience frameworks. VI Transform is uniquely tailored for health and wellness companies, offering a seamless integration of all technical aspects of a fitness center — from CRM to billing to scheduling systems — then pairing the data with customer usage information to create a personalized, AI-powered experience.

SOLUTION



More than 40 custom modules were ready to deploy, ideally suited for exactly what this company wanted for their customers and needed for their business. With this approach, a custom app is in use 70% faster, saving time and money in development. Once launched, they saw an immediate reduction in member churn and were able to drive incremental revenue through upselling.

RESULTS

In under 6 months, this fitness company had an app that didn't just meet customer needs — it exceeded them.

With an excellent app rating, and increases in activations and engagement, the app is meeting member needs every day, while powering lifetime value of a member and incremental revenue opportunities.

4.8★

5-Star App
Ratings

41%

Increase In
90-Day Activations

17%

Increase In
Engagement
