



# Activations surge 38% with VI Transform

This health club's custom app is reaching 83% of active members, with a focus on engagement, upsells, and retention.

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## CHALLENGE



This health company has hundreds of fitness clubs across the United States, but they wanted to supercharge their personalized solutions with a best-in-class member experience that connected online and offline activities.

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## OPPORTUNITY



VI Transform is a game-changer when it comes to custom end-to-end member experiences for fitness centers and gyms. Uniquely tailored for fitness companies, VI Transform offers seamless consolidation of data and systems with an AI-first customizable member experience framework. By releasing a fully integrated digital app focused on engagement, upsells, and retention, VI supports the company's business goals while helping them to transform their relationship with customers.

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## SOLUTION



This fitness company was able to become a 24-hour provider of personalized solutions for their members in under six months with the development of their app with VI Transform.

The app lets members check in, find and register for studio classes, and access on-demand workouts, custom plans, and virtual classes. The smart fitness programming, content, messaging enhances the member experience, around the clock, and messaging

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## RESULTS

Since launching their app, this company has seen **83 percent** of active members use the app, with a **38 percent** increase in 90-day activations.

And with a 4.5 star app rating, members are more connected to their fitness experience than ever before.

4.5★

App Star  
Rankings

83%

Of Active Members  
Using App

38%

Active Member  
App Utilization

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