

LET'S MAKE IT _APPEN



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WITH FACILITIES CLOSED, NOW IS THE IDEAL TIME TO ASSESS READINESS FOR RE-OPENING IN A WORLD WHERE THE SMART PHONE SITS AT THE HEART OF MOST PEOPLES INDIVIDUAL UNIVERSE.

An app is a vital delivery channel in the provision of a wraparound, person-centred, fitness, health and wellbeing experience.

Does yours cut the mustard or is it time for a re-boot? Whether you are looking to introduce a new provision to your service or to upgrade an existing “spaghetti junction” of plugins and integrations, here are some benefits of working with Fisikal to create a highly customised experience for your members or clients rather than building something yourself from scratch.

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BUSINESS FOCUS AND PLAYING TO STRENGTHS

Do you want to be an outstanding and successful fitness provider or a mediocre tech developer?

If you want to keep your focus on your core business of fitness, then you need to seriously consider whether you want to embark on a bespoke app design and integration journey. The path is long, complex and expensive.

Working with us, you benefit from all the valuable learnings we have gained over the years and tap into a provision that is the result of integrating best practice and innovation from across our extensive portfolio of clients. All this whilst you carry on doing what you do best.

Our provision offers a growing list of more than 50 functions that can be turned on or off to create a bespoke offer that reflects your precise needs. We are also constantly developing our platform to ensure your app continues to be relevant in an ever changing market.

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CUSTOMISATION

Working with us, your app will ooze a look and feel that reflects your brand and functionality requirements. Hundreds of brands around the world have integrated our app into their digital offer, yet no two provisions look or behave the same.

There is a danger you fall into the trap of thinking that an off the shelf product will not give you a competitive edge in terms of a unique offer. Think again. We are able to integrate customisation at every stage of the users journey, creating an experience that is a seamless extension of your own, very unique, physical brand.

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INTEGRATION AND BUSINESS CONTINUITY

In most scenarios, from the time we receive a commission, we are able to create and fully integrate an app into your offer within a matter of weeks. You are then welcomed into our ecosystem which means you benefit from investment in functionality development and ongoing maintenance.

We ensure your app integration adds value as soon as it 'goes live' to minimise business disruption. Creating a bespoke app from scratch can require months of testing and adjusting before it is even ready to enter a test phase. This pulls you away from your core focus and can also become an unwanted 'money pit' with costs often escalating beyond original estimates..

ONGOING DEVELOPMENT AND MAINTENANCE

Creating an app is just the start of the journey. Once an app is developed and integrated, it requires constant attention.

Android and iOS are constantly changing their IP (the set of rules governing the format of data sent via the internet or local network). Ensuring the user experience remains unaffected by this requires constant maintenance and development.

When you partner with us, our expert team squirrels away in the background to make sure you are blissfully unaware of the hours dedicated to maintaining a quality provision.

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COMPETITIVE EDGE

Our team is constantly developing new functionality to keep your service at the forefront of innovation.

Henry Ford famously said: "If I had asked people what they wanted, they would have said faster horses." Creating apps and enhancing the digital offer is what we do every day, all day. This means, we often identify 'the next big thing' in your members' digital demands before you do or, most importantly, before your competition. We then, in partnership with you, set about creating the necessary functionality, which is often brand new not just a reiteration of what has gone before. This helps ensure your brand retains its competitive edge.

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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.

Info@fisikal.com

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