



# GYMetrix

*Making gyms fit*

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**Is Equipment Availability  
the Holy Grail  
of the Gym Industry?**

## Spark of Innovation



## Supplier of the Year



## What the Judges said...

*“The Judges concluded that the product would have a significant beneficial impact upon our industry.”*

We are working with some of the biggest gym chains in the UK:

**Pure Gym**  
enjoy fitness  
100 gyms

**the gym**  
78 gyms

**David Lloyd**  
81 gyms

**Virgin ACTIVE**  
101 gyms

**Nuffield Health**  
fitness & wellbeing  
77 gyms

**4**  
XERCISE 4 LESS  
44 gyms

**LA fitness**  
We'll get there together.  
43 gyms

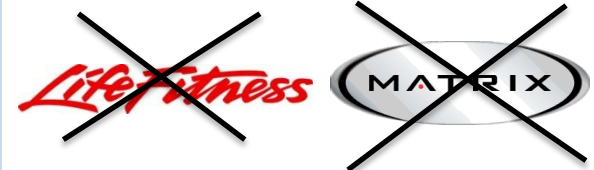
**everyone ACTIVE**  
117 gyms

Saving our customers 10% - 30% of Equipment spend (if no need to expand capacity)

At the same time them having happier customers

And experiencing membership growth.

No longer in partnership with...



2009 - I got frustrated never being able to get on an Abdominal Machine in every gym I joined!

If only Management knew what customer demand was they would buy another one!



We buy all of our equipment... with zero data on customer demand for the equipment!



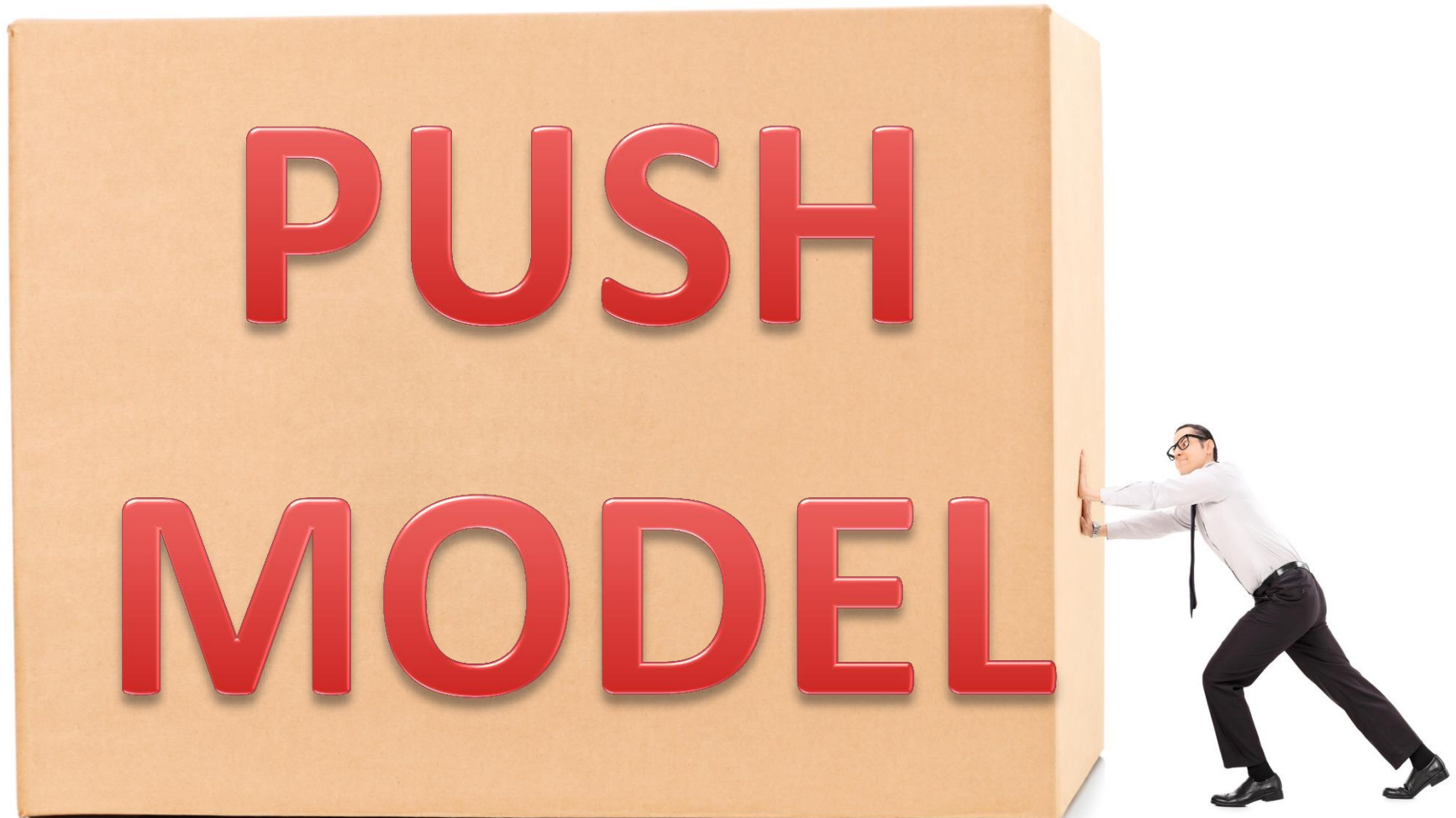
**Me**



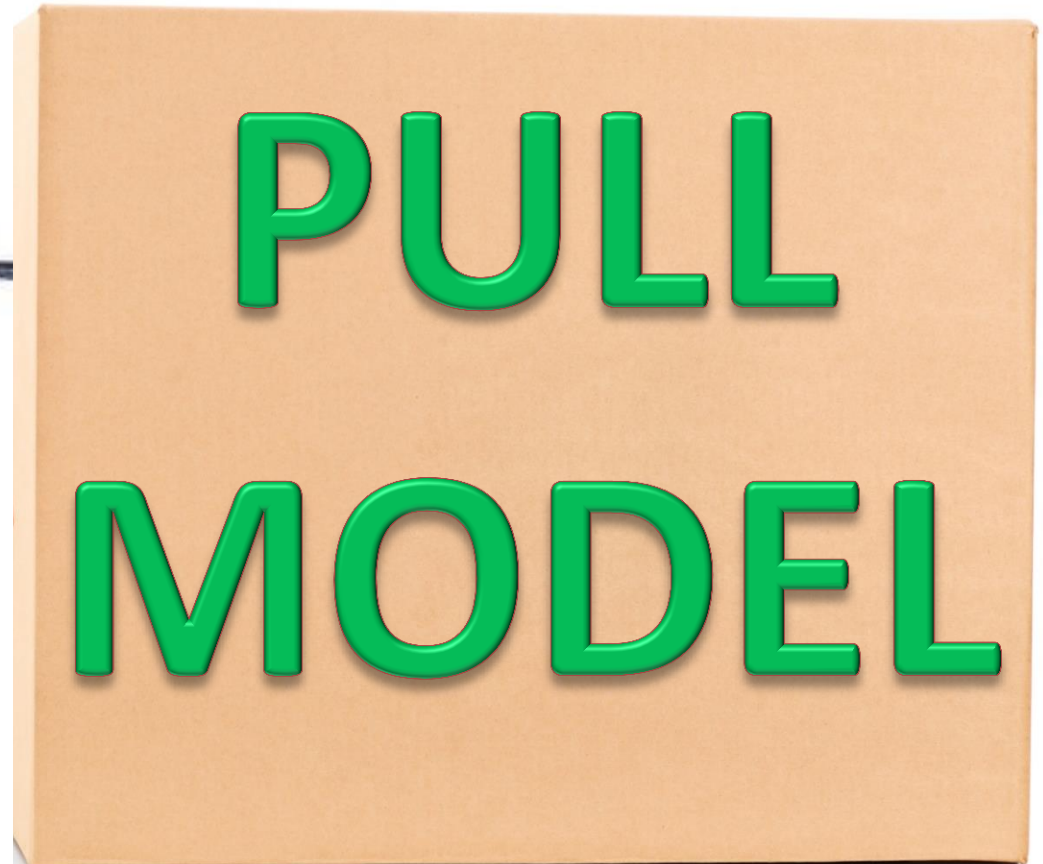
**Gym Manager**



**. . . Push models underestimate customer demand causing customers frustration and overestimate demand and waste money.**



**. . . Pull models are far more efficient at giving customers what they want, with less costs because there is no waste.**





Disruption  
Ahead



So I decided to start

*GYMetrix*

*Making gyms fit*





**Created through the  
Informatics Dept.**

**Prototyping was  
conducted at the  
Edinburgh University  
Centre for Sport &  
Exercise**



# Learned what sensors and what algorithms were needed in order to measure equipment demand.



Cardio



Free Weights



Resistance

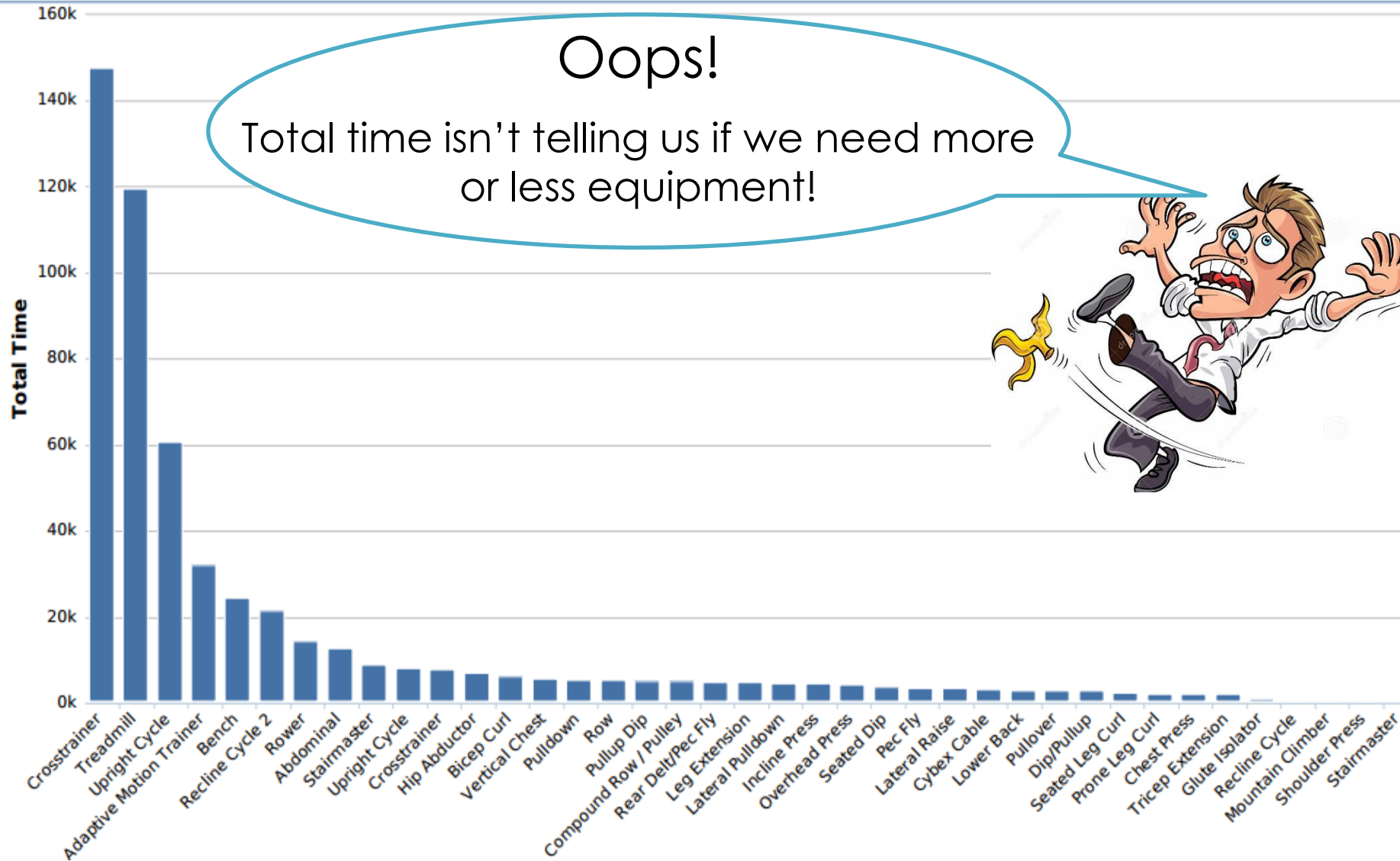


Functional

# Total Time

Time Filter: 06:00 to 23:00

Monday Tuesday Wednesday Thursday Friday Saturday Sunday





# Discovery 1

To be “Customer Centric”  
We had to measure  
how “Available”  
equipment was.

Measure what % of time Kit  
was NOT in use



Felt like when Newton Discovered Gravity!!

This isn't telling us much either!  
At what point are customers happy and at what point are they frustrated?



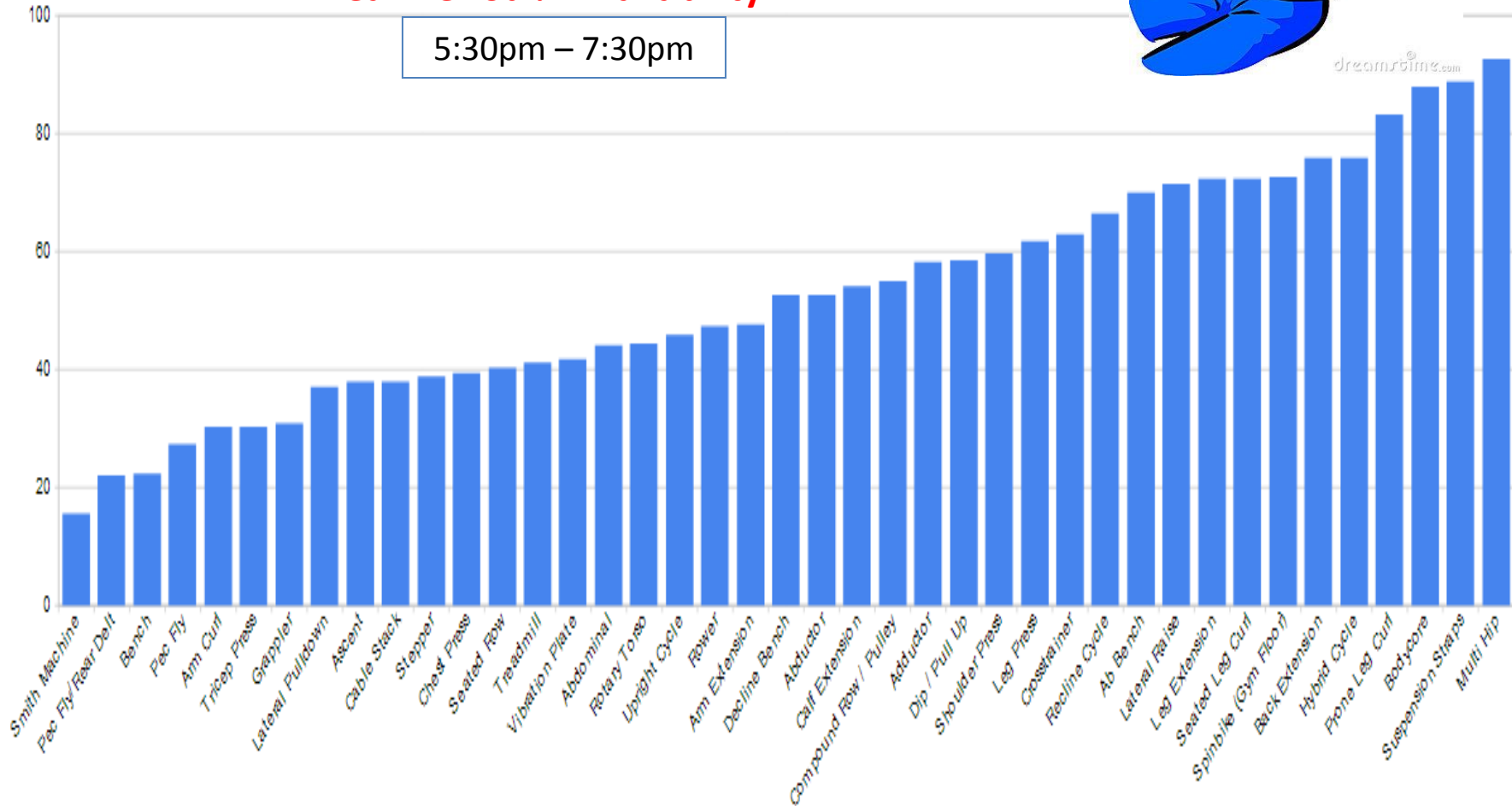
## Equipment Availability (Percentages)

Quick links: [All Categories](#) | [All Types](#) | [All Machines](#)

### 'Peak Period % Availability'

5:30pm – 7:30pm

Percentage Availability



## **Discovery 2**

**Realised without a customer  
context did not know what  
was good or bad  
“Availability”**

**We had to start asking  
Customers**

**Time of day:** 17:30:00

**Gender:** Male

**Age Group:** 25 - 34

## 2. What are your top 3 pieces of equipment you use?

Bench (Free Weights)      A   B    C

Treadmill (Cardio)      A   B    C

Chest Press (Resistance)      A    B   C

A. The equipment I want to use is **available** and I'm **happy**

B. The equipment I want to use is **busy** but it **doesn't** bother me

C. The equipment I want to use is **busy** and it **does** bother me

## 3. How likely is that you would recommend this gym to a friend or colleague?

1   2   3   4    5   6   7   8   9   10

## 4. Why?

- Gets too busy (5pm) - Too busy (Negative)
- Need more benches - More Free Weights equipment (Negative)
- Need more Treadmills - Need more equipment (Negative)
- Big gym - Size & Layout (Positive)
- Good location - Good Location (Positive)
- Friendly atmosphere - Atmosphere & Environment (Positive)
- Helpful staff - Staff (Positive)







Now we could see where

- 1) Equipment Shortages Frustrate Customers
- 2) Operator Wasting Money on Excess Kit

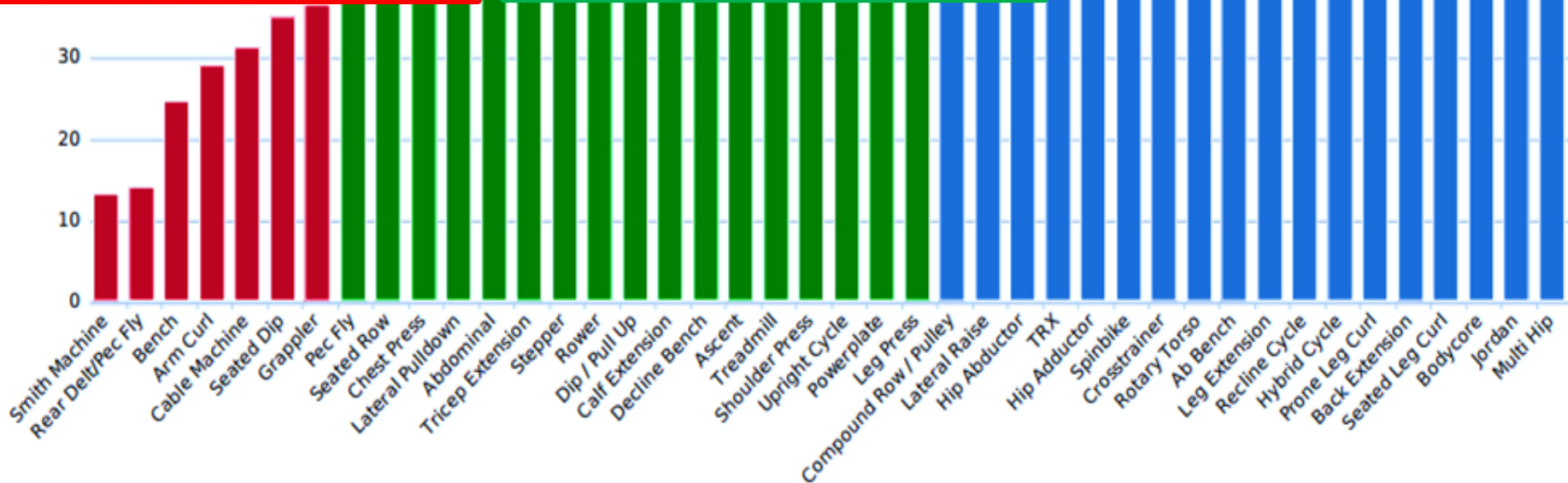
**Less than 40% Availability**  
**Equipment Shortages Frustrate**  
**Strong Pull**



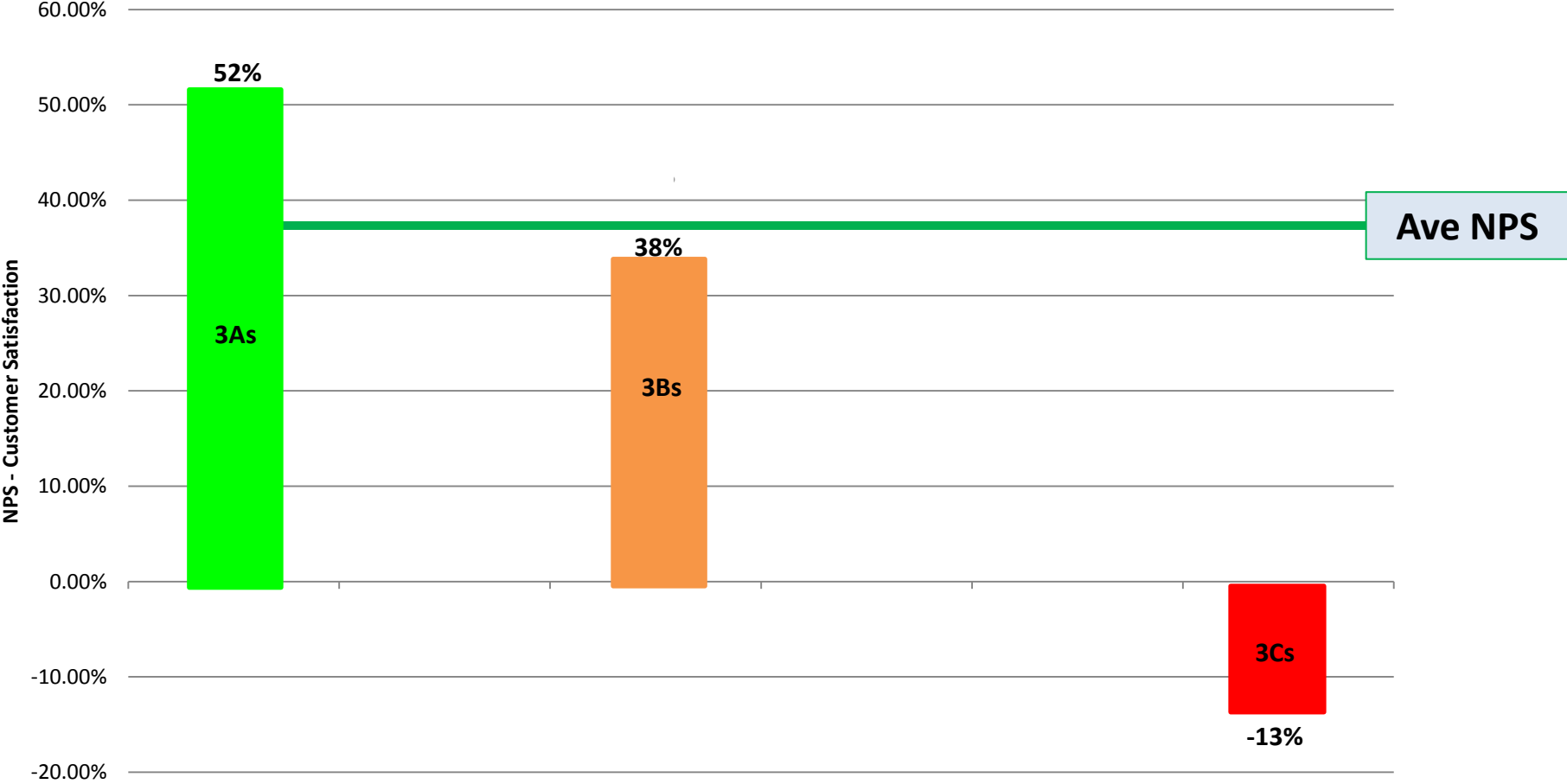
**Between 40% - 60% Availability**  
**Optimum**  
**Medium Pull**



**Greater than 60% Availability**  
**Operator Wasting Money on**  
**Weak Pull**



# How busy Customers find Equipment and How Satisfied they are 65,000 Surveys



A – The equipment is usually Available and I am happy



B – The equipment is usually busy but it doesn't bother me



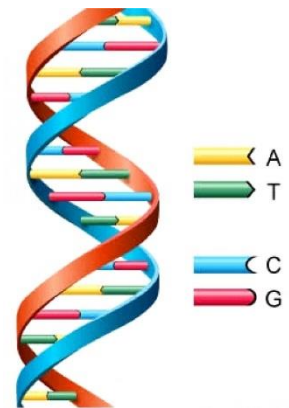
C – The equipment is usually busy and it does bother me

# Discovery 3

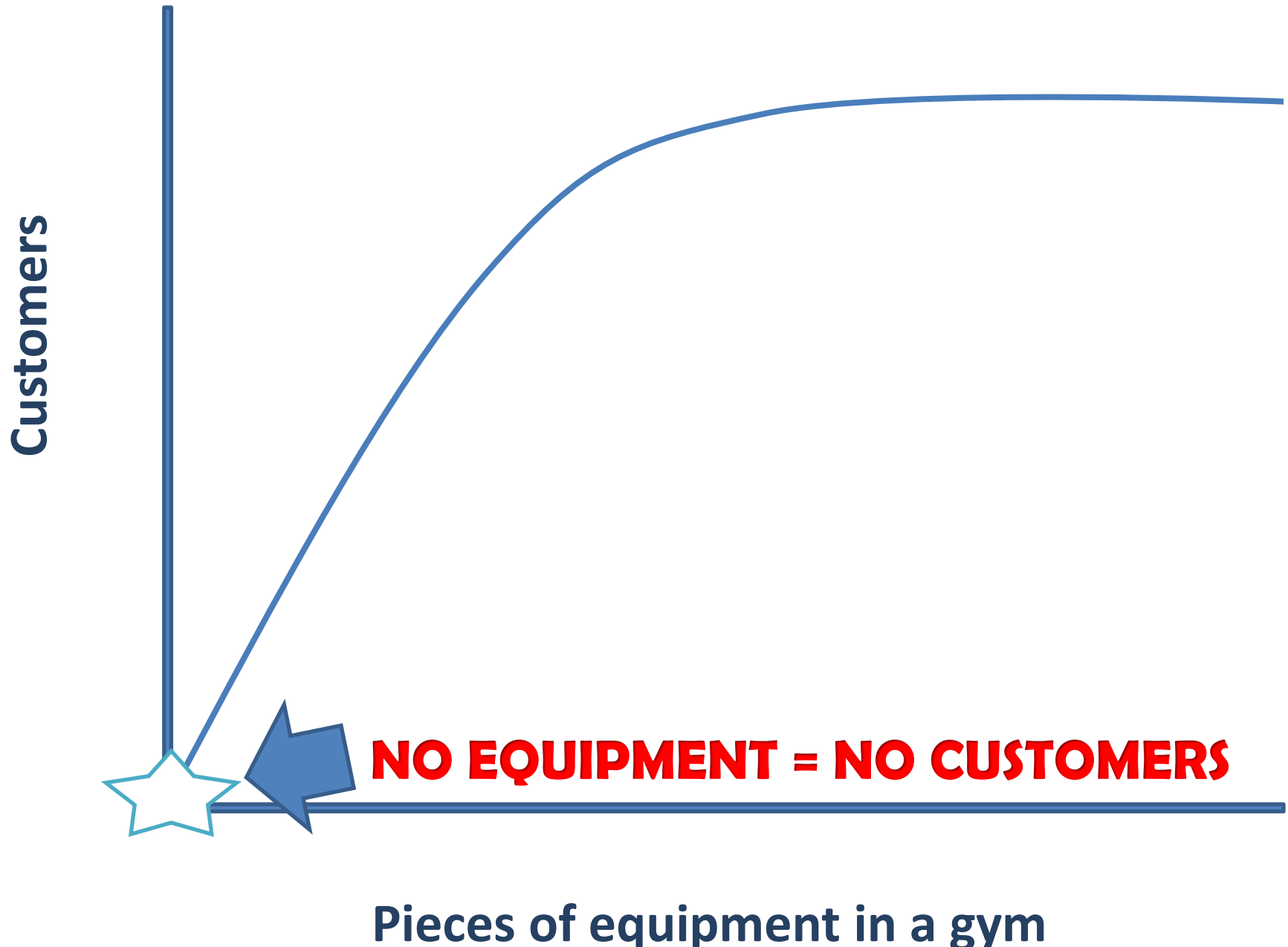
# GYM *Metrix* Curve



**Felt like we had  
discovered DNA and  
unlocked the meaning  
of life!!**

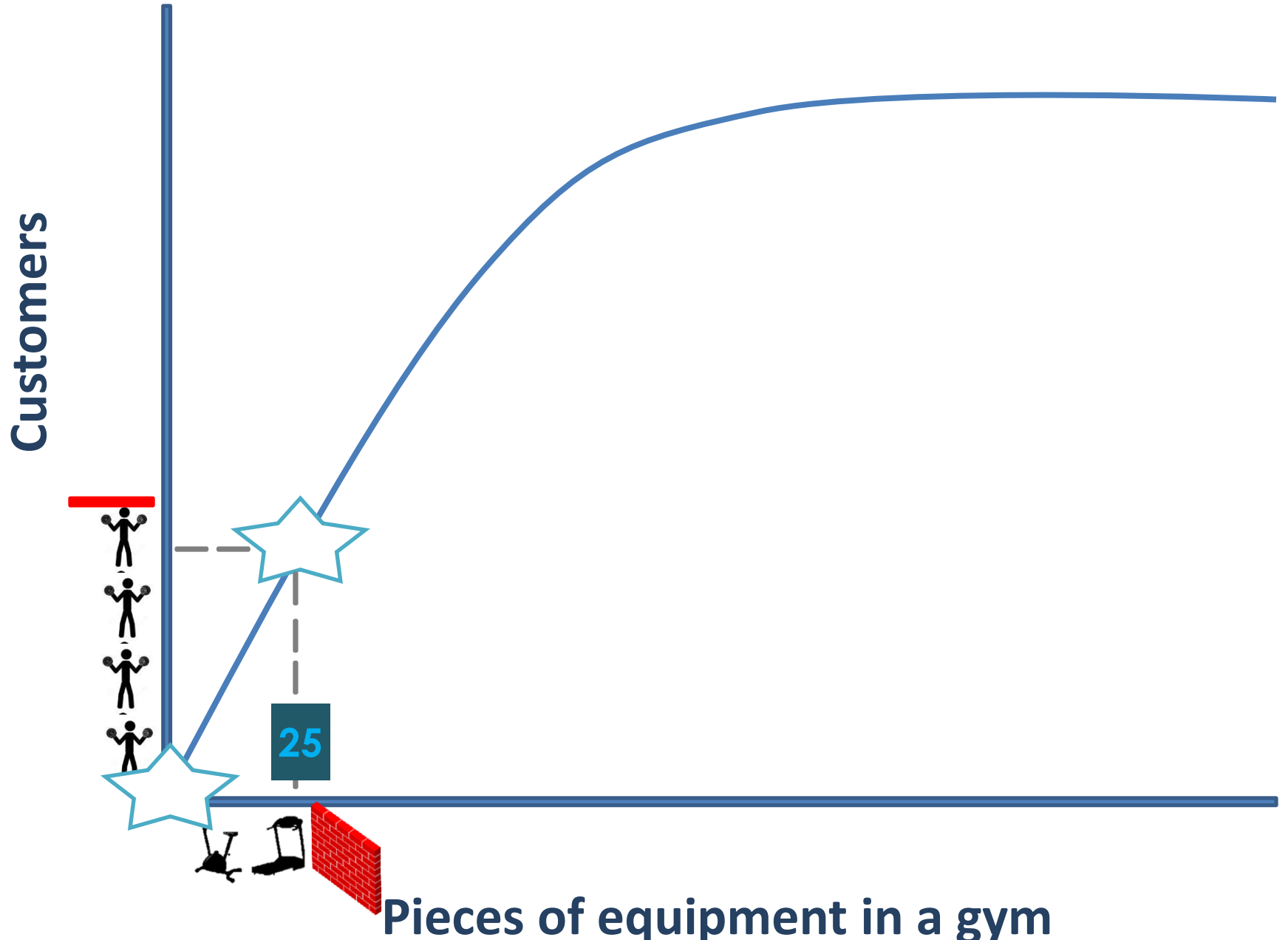


# Relationship between amount of equipment and customer numbers

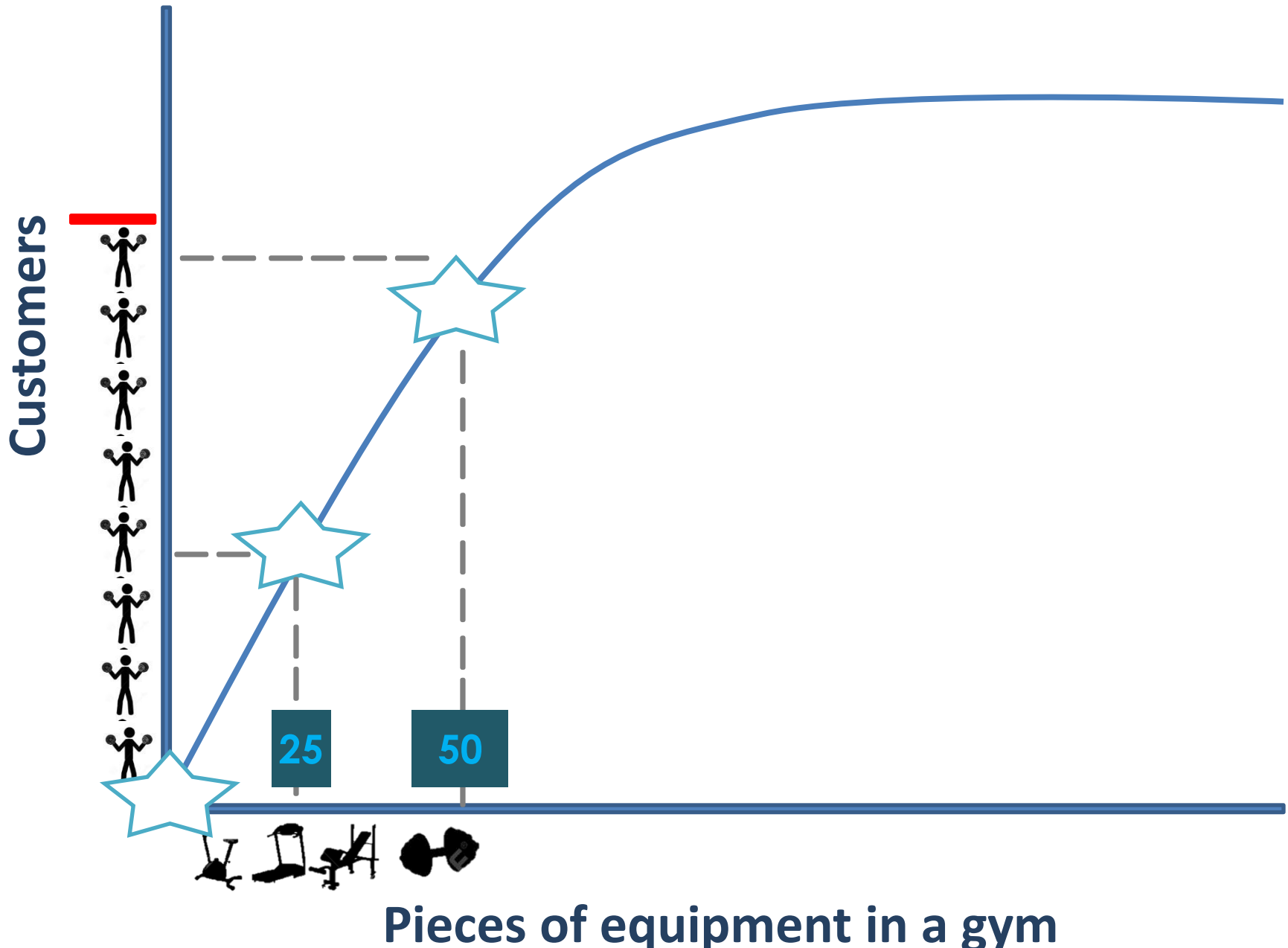




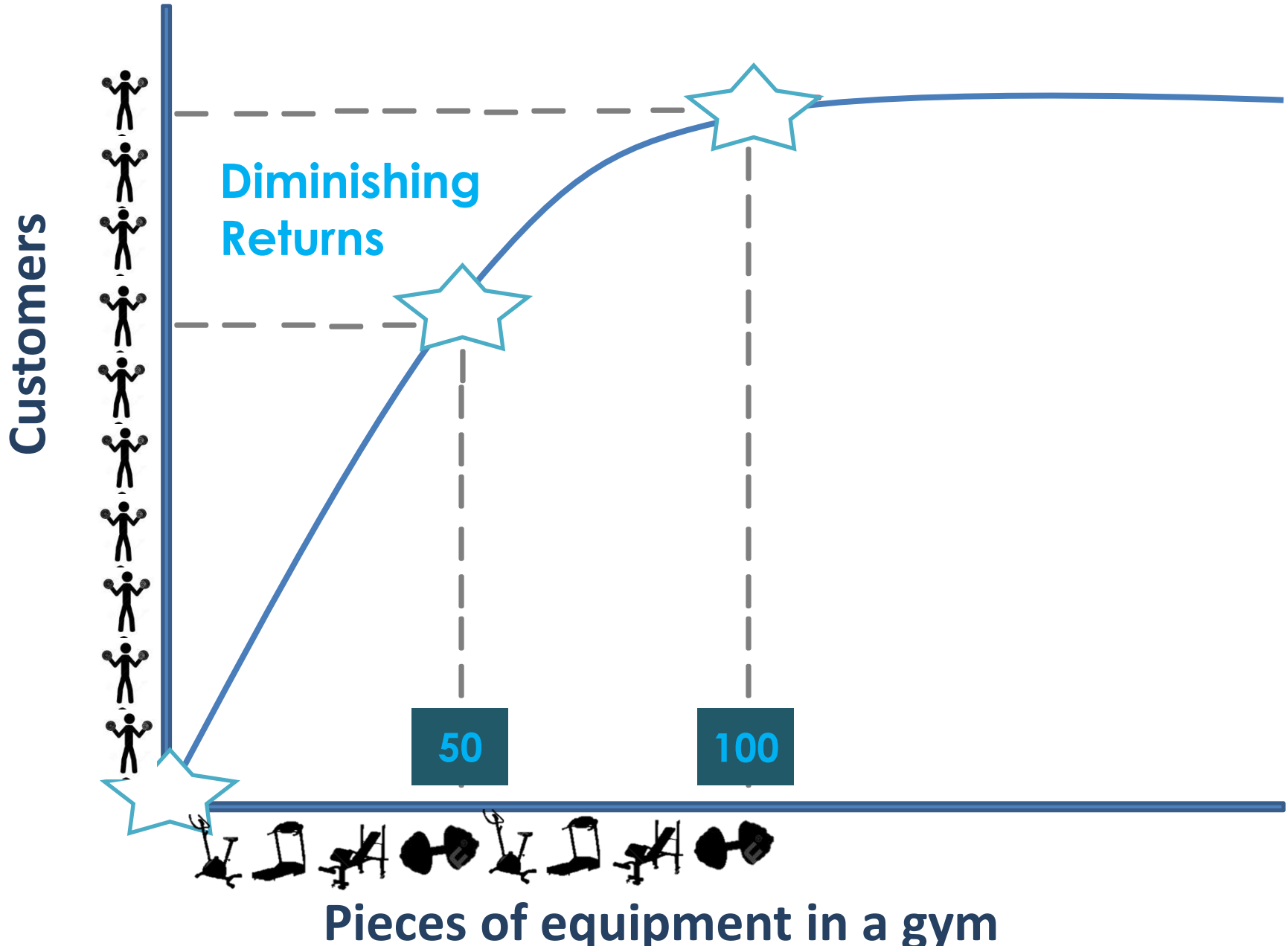
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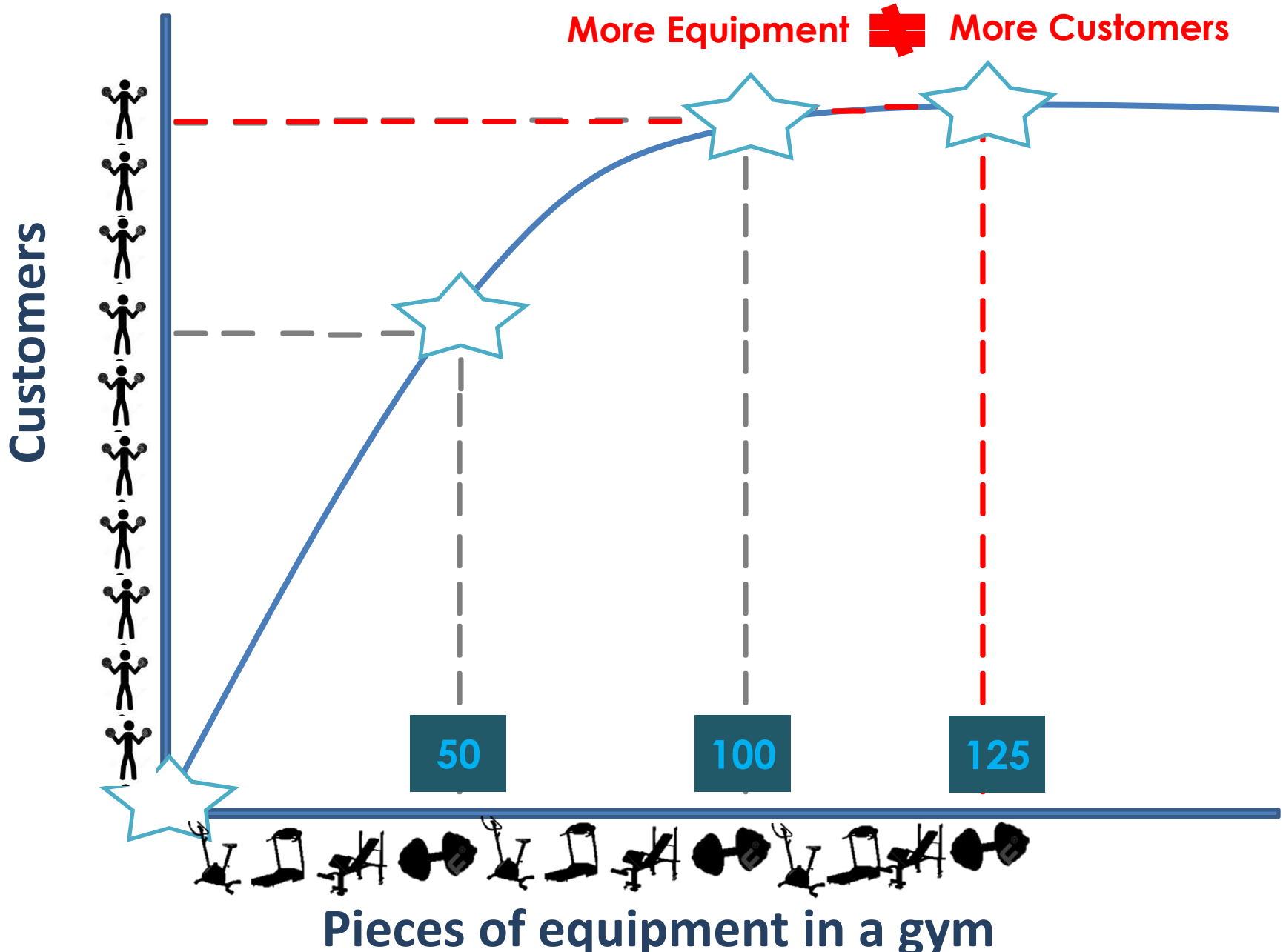
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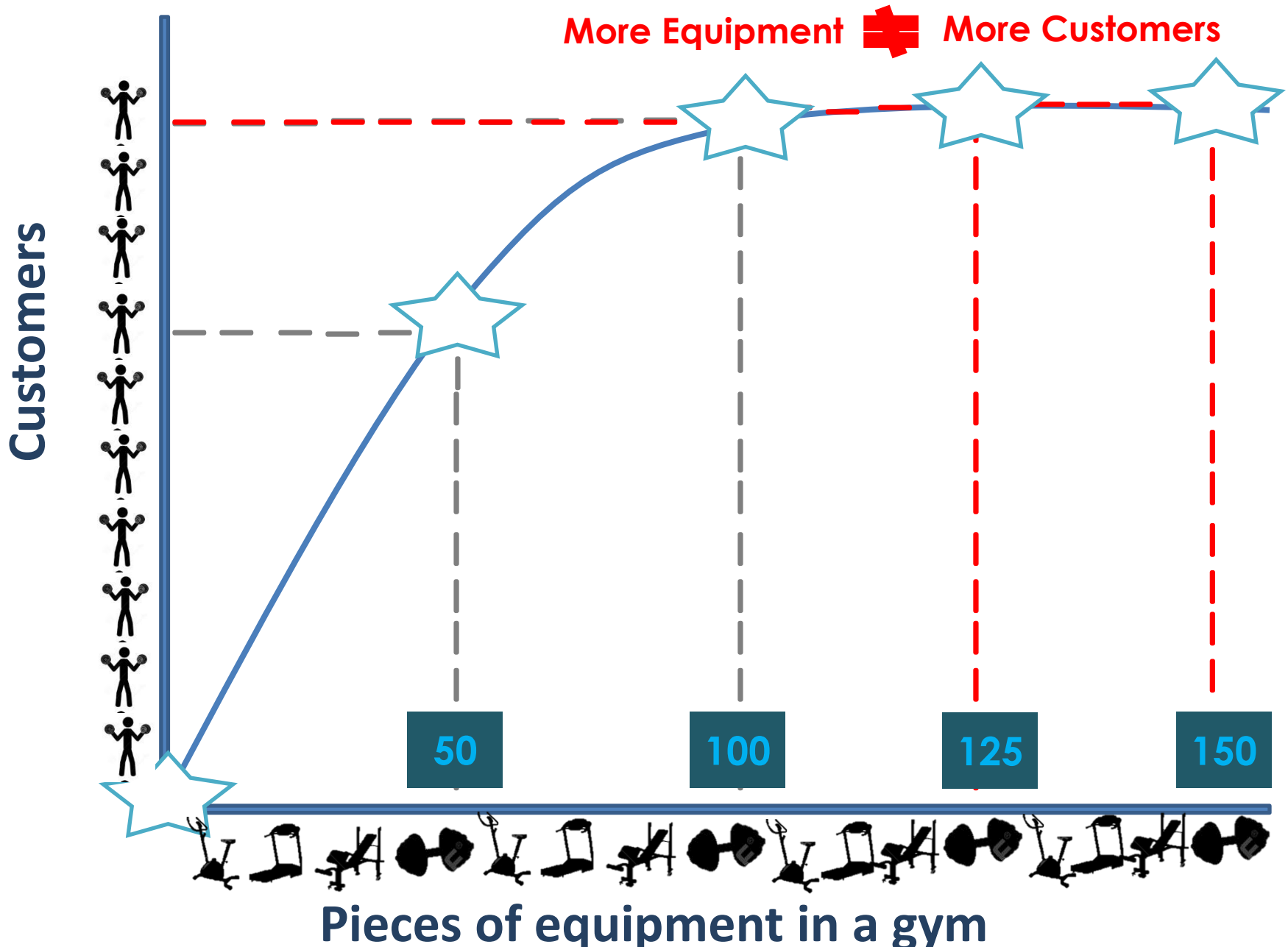


# Relationship between amount of equipment and customer numbers

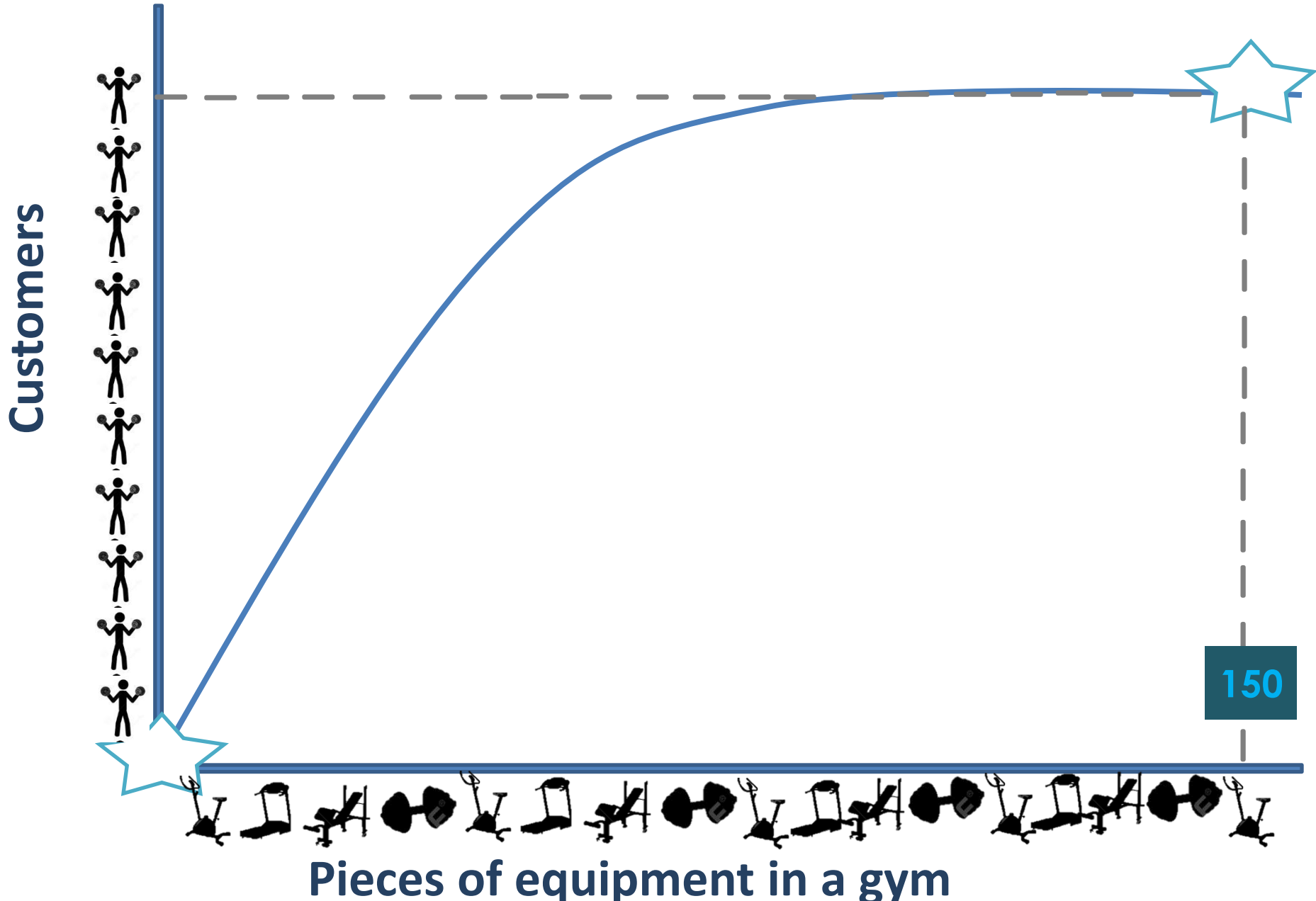




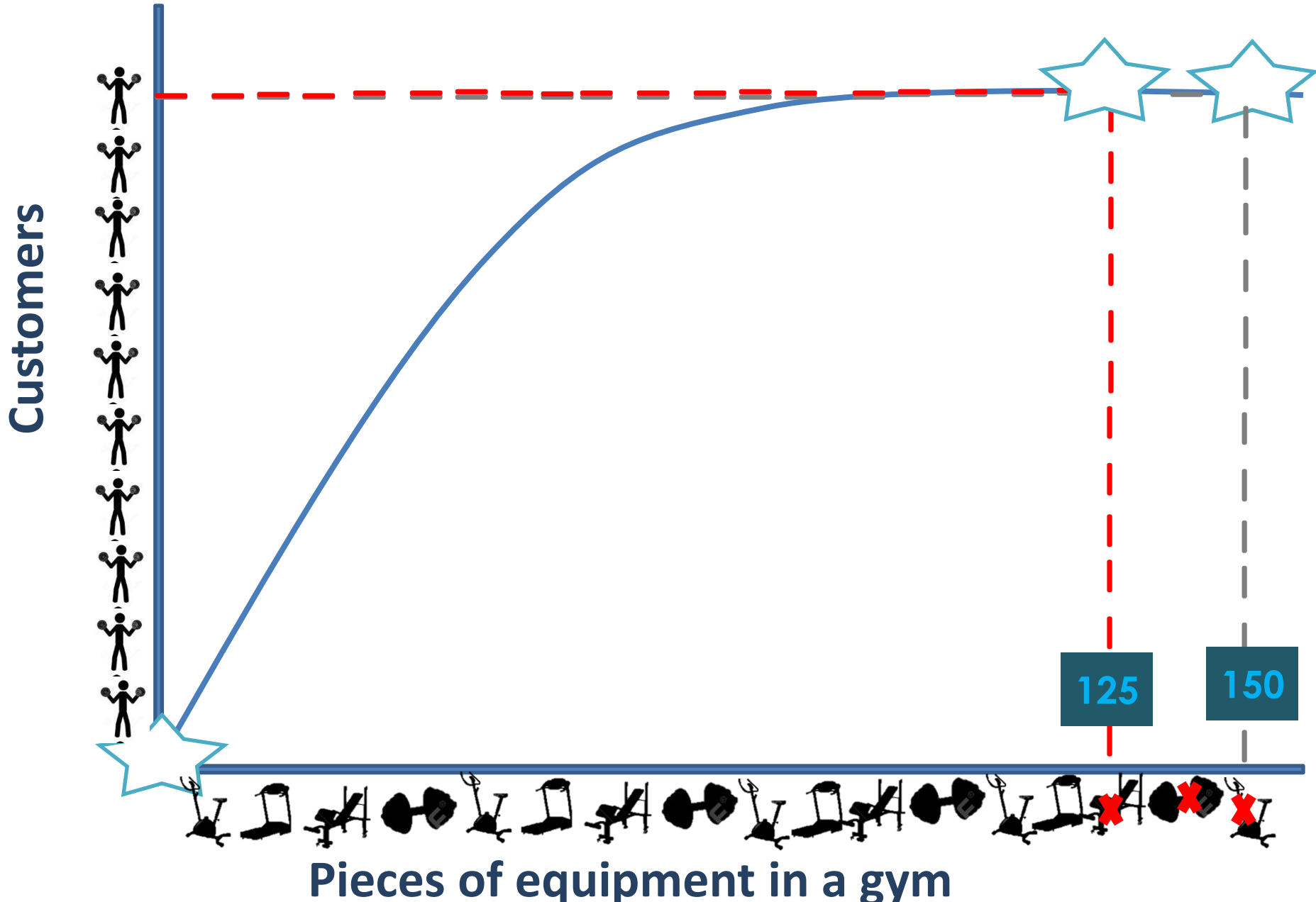
# Relationship between amount of equipment and customer numbers



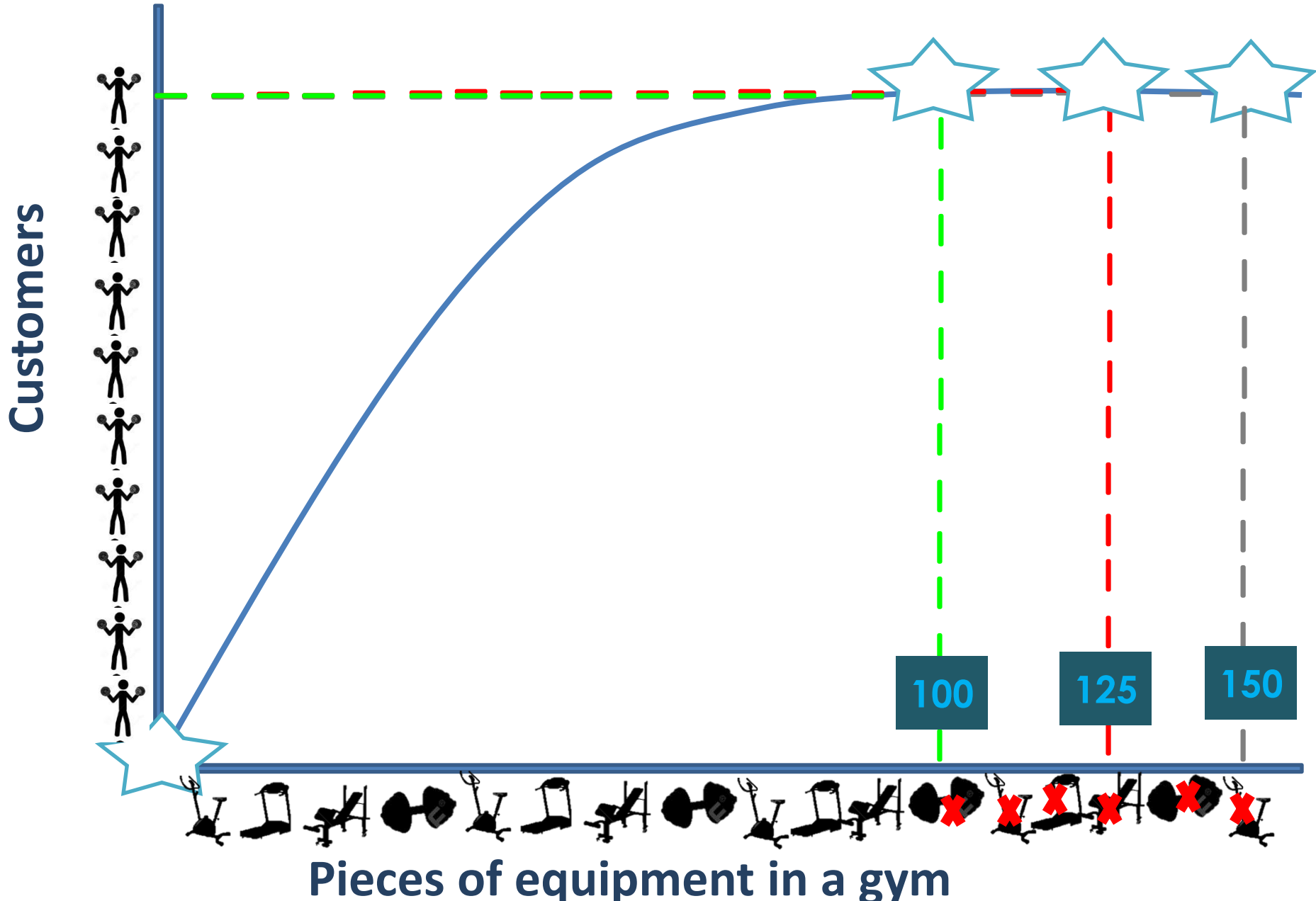
# Relationship between amount of equipment and customer numbers



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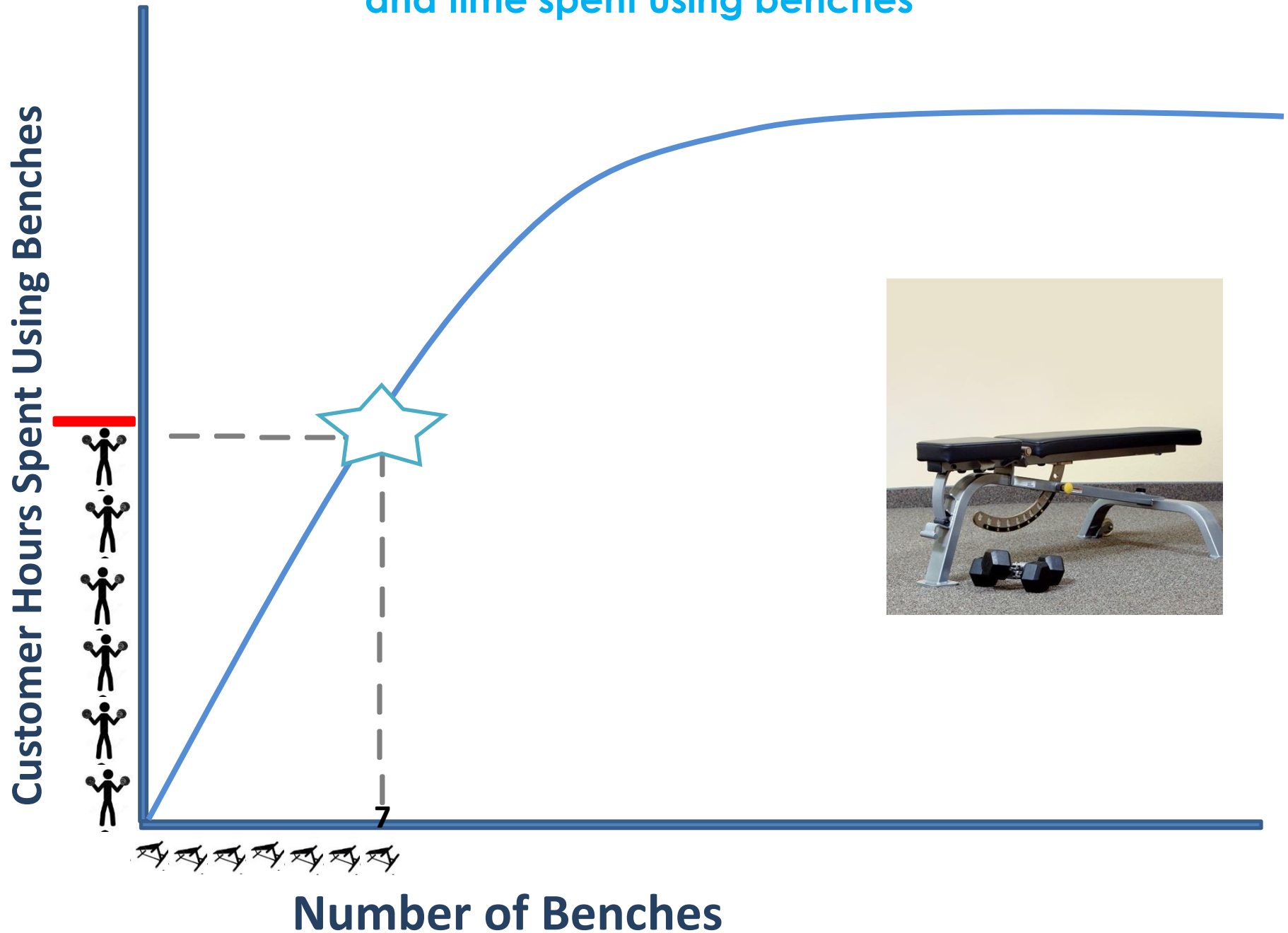


## **Discovery 4**

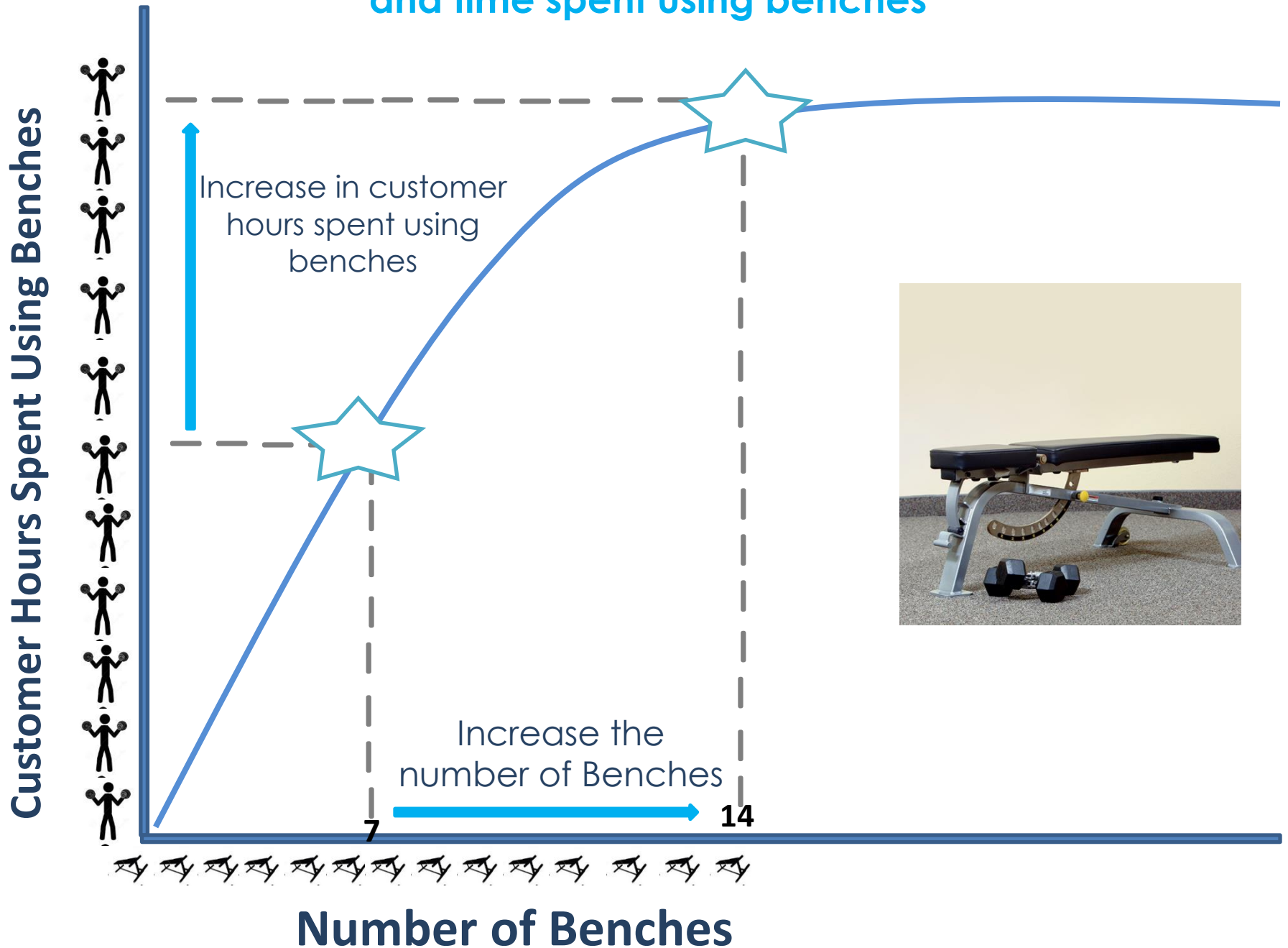
**Realised the  
GYMetrix Curve  
applies to individual  
equipment types**



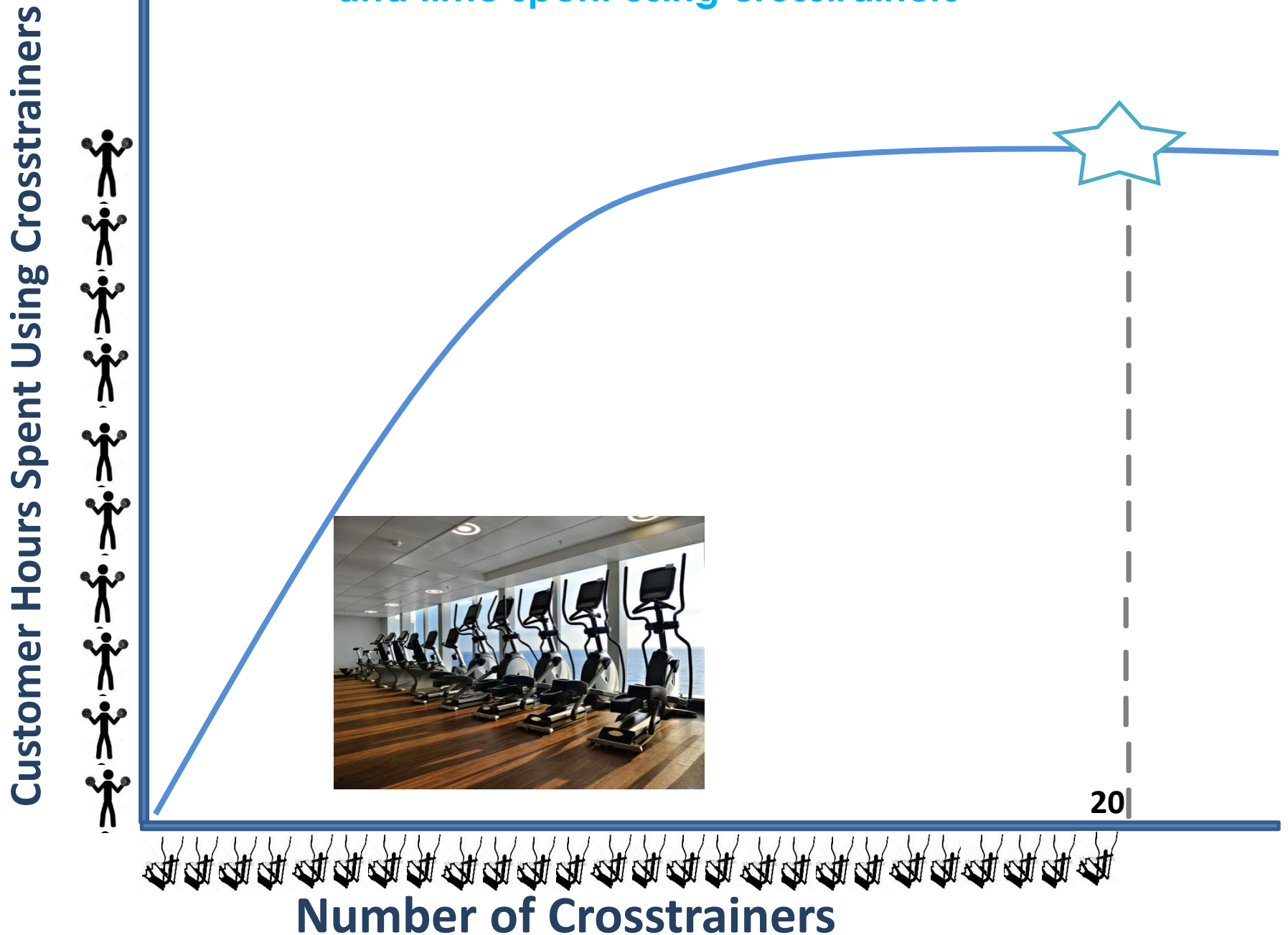
# Relationship between the amount of benches and time spent using benches



# Relationship between the amount of benches and time spent using benches



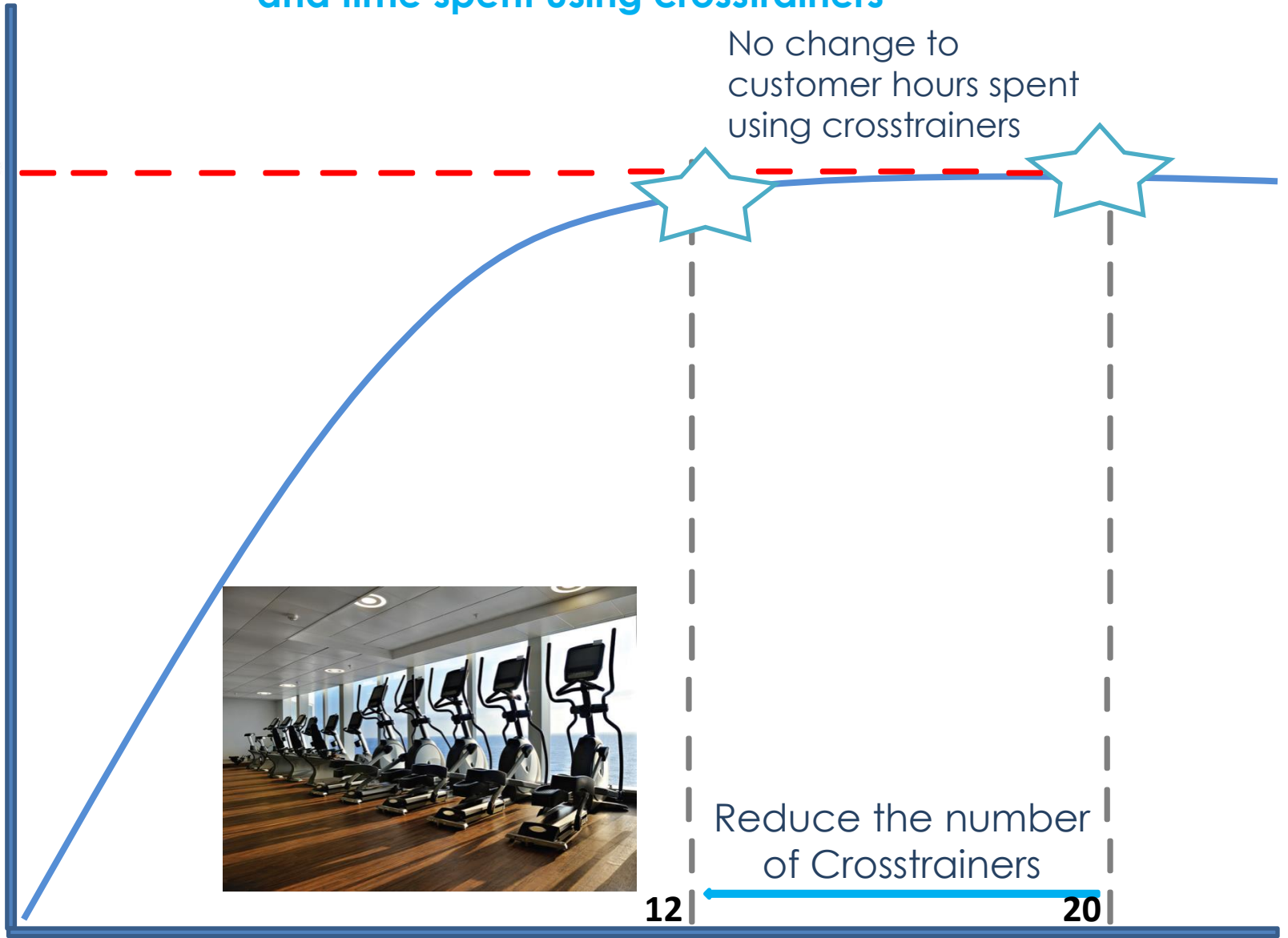
# Relationship between the amount of crosstrainers and time spent using crosstrainers



20

# Relationship between the amount of crosstrainers and time spent using crosstrainers

Customer Hours Spent Using Crosstrainers



No change to customer hours spent using crosstrainers



Reduce the number of Crosstrainers

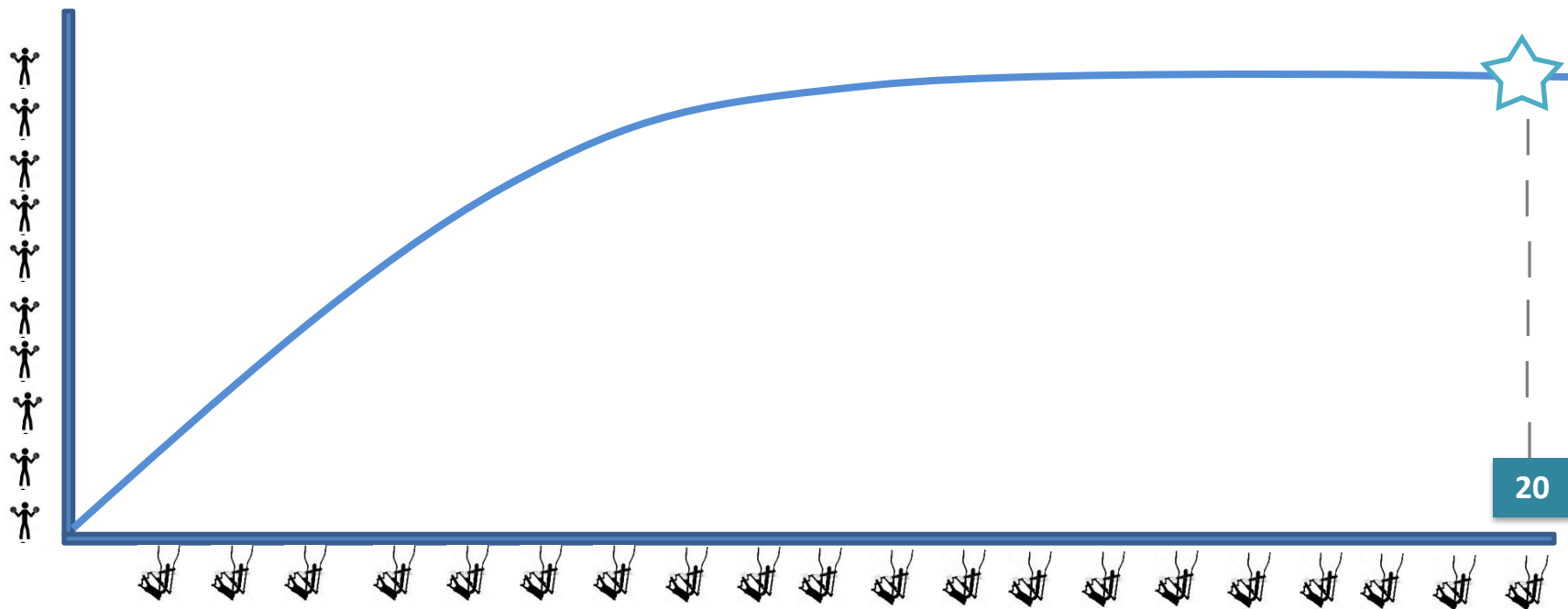
12

20

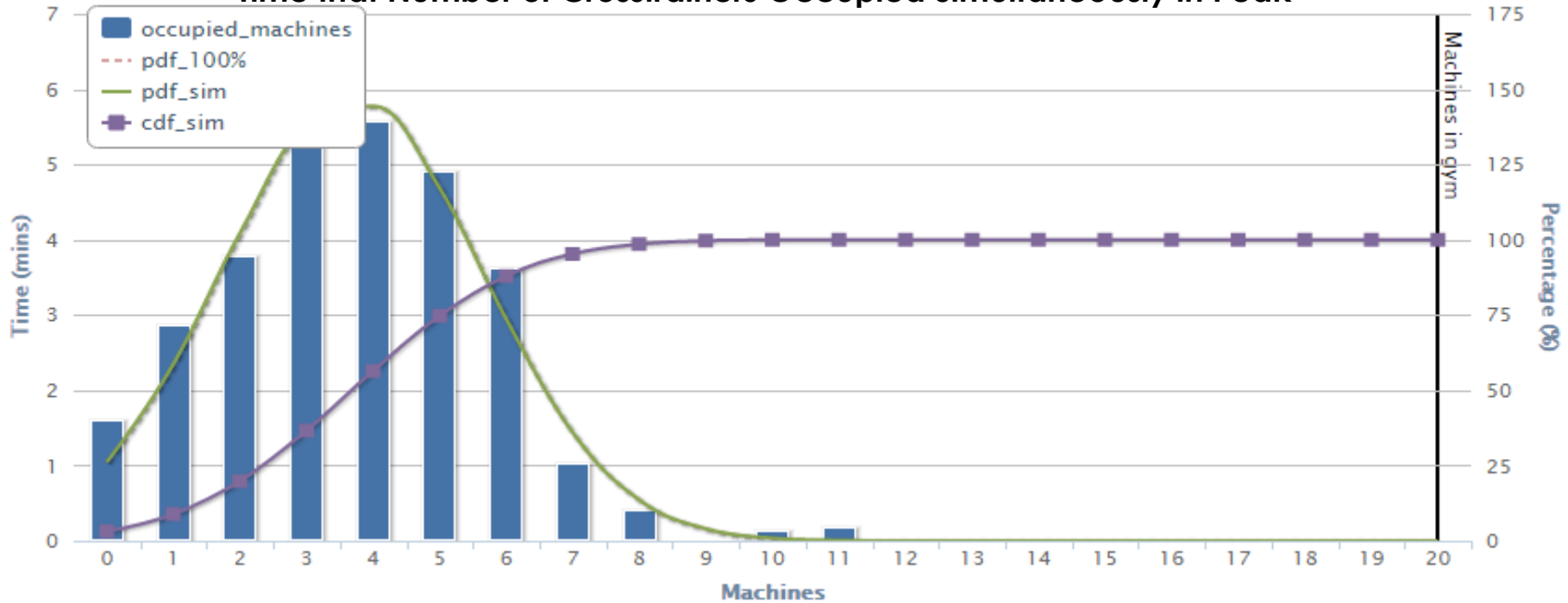
Number of Crosstrainers



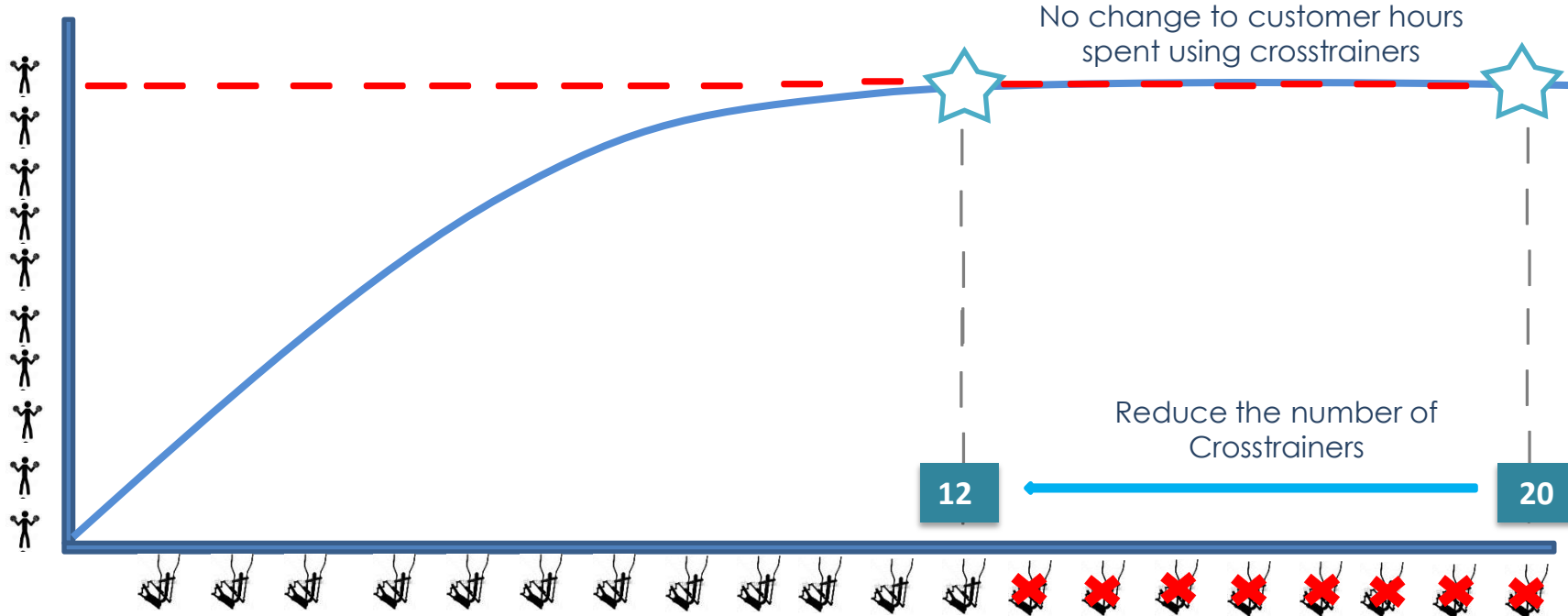
# Relationship between the Amount of Crosstrainers and Time Spent Using Crosstrainers



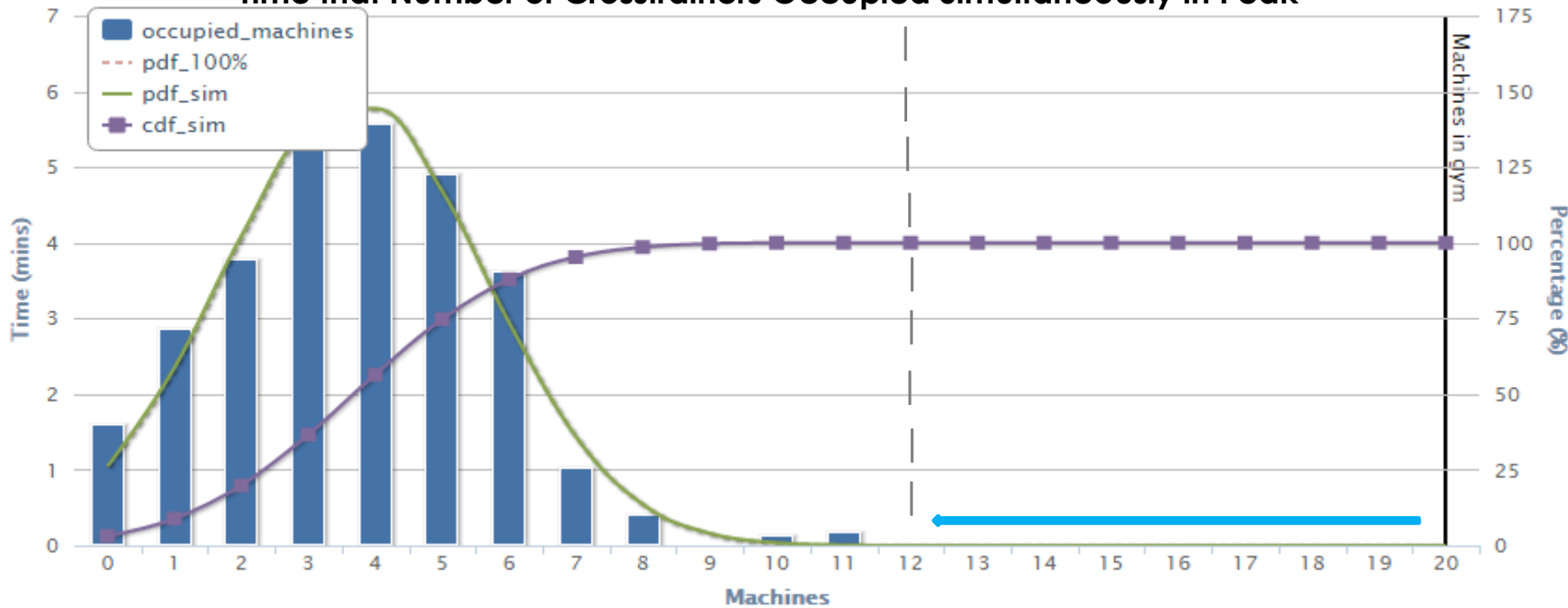
## Time that Number of Crosstrainers Occupied Simultaneously in Peak



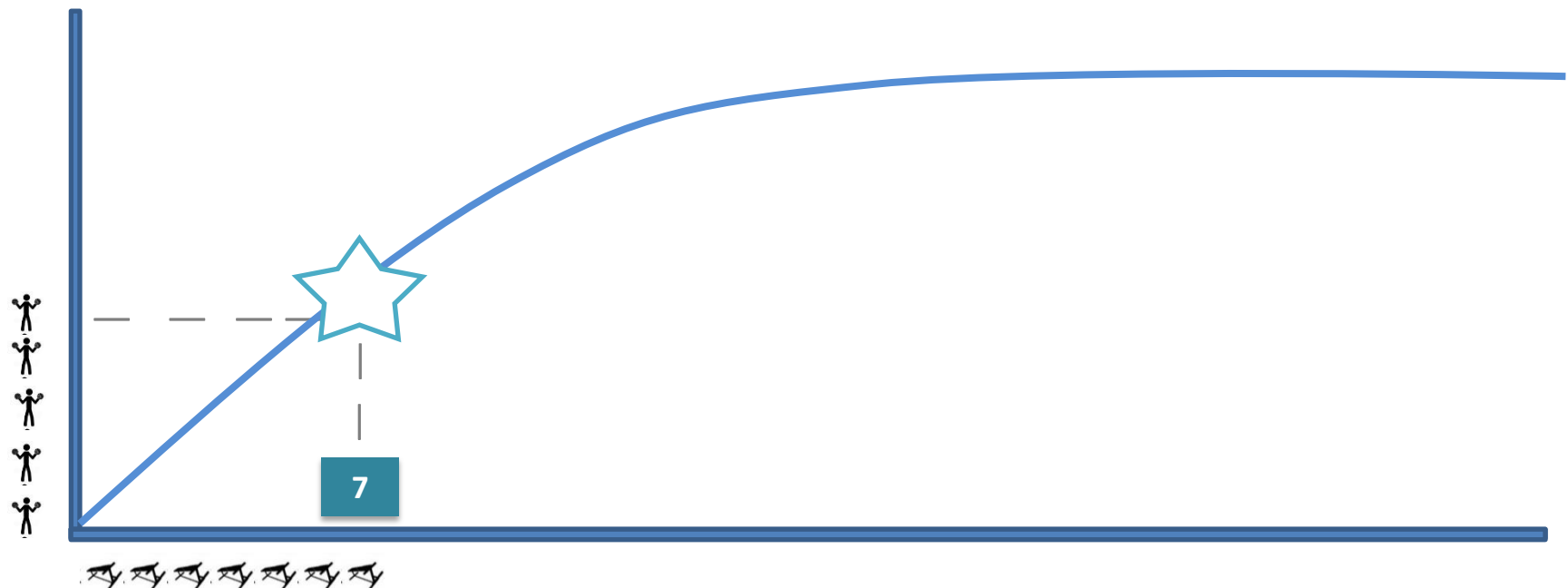
# Relationship between the Amount of Crosstrainers and Time Spent Using Crosstrainers



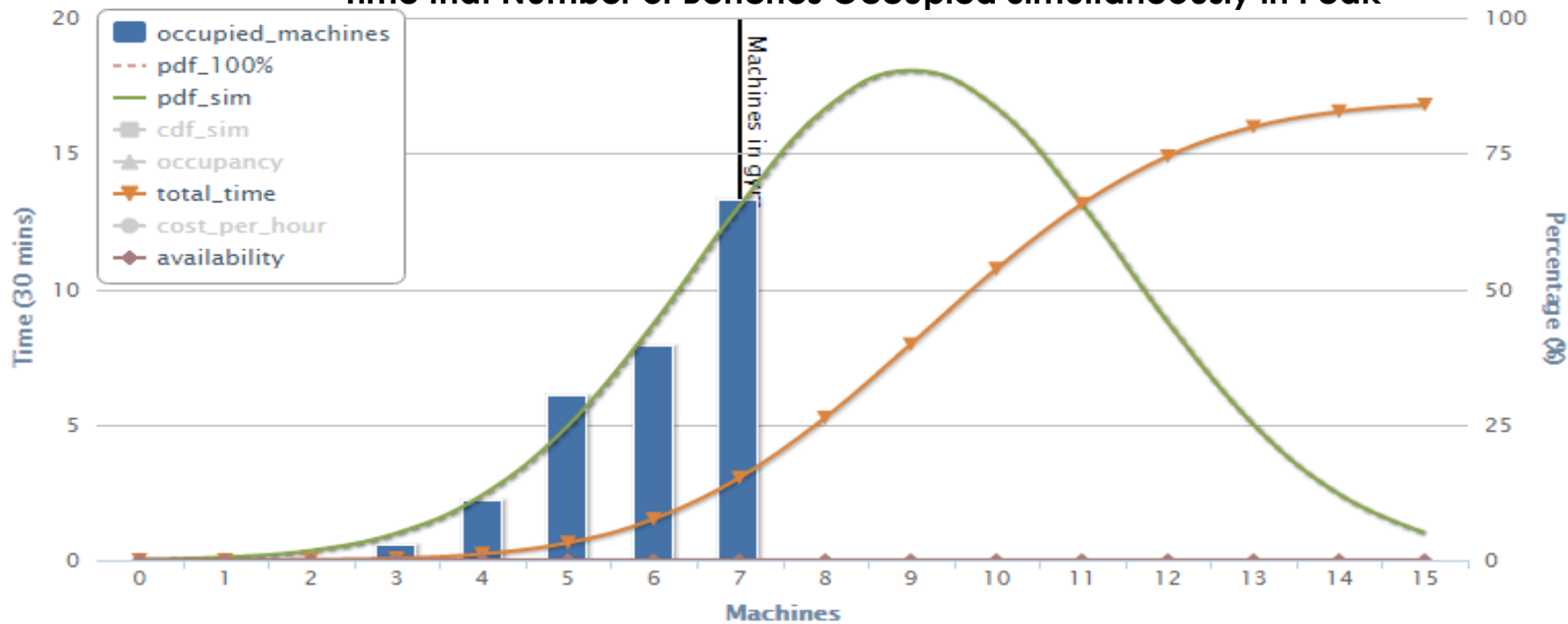
## Time that Number of Crosstrainers Occupied Simultaneously in Peak



# Relationship between the Amount of Benches and Time Spent Using Benches

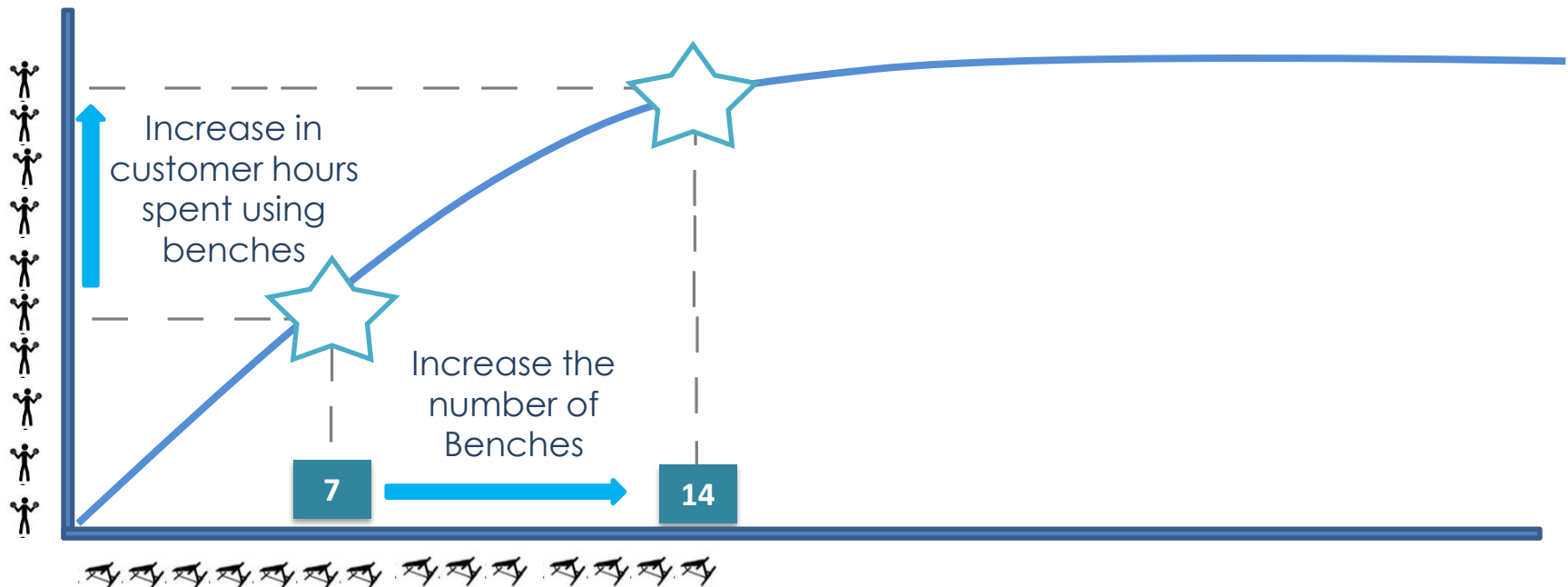


## Time that Number of Benches Occupied Simultaneously in Peak

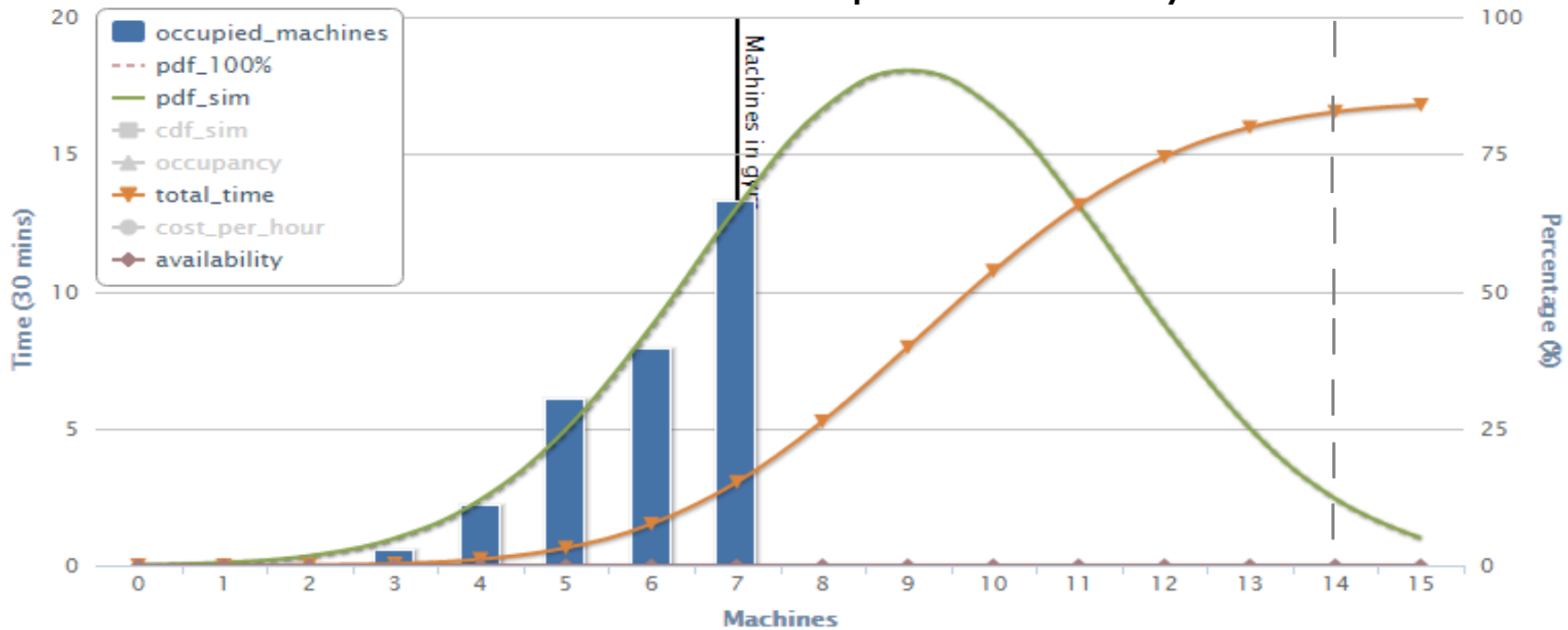




# Relationship between the Amount of Benches and Time Spent Using Benches

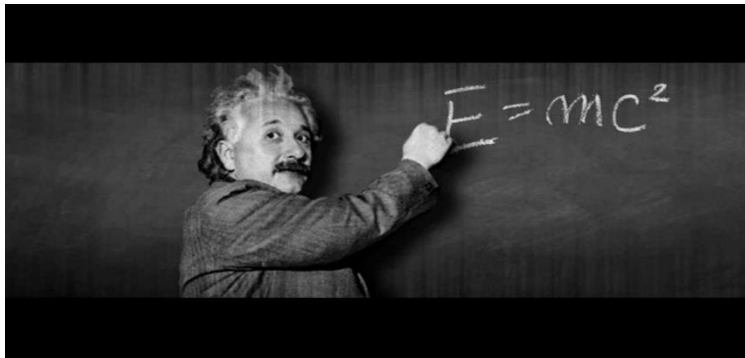


## Time that Number of Benches Occupied Simultaneously in Peak



# Discovery 5

## The Link between the Cost per Hour Used and the GYMetrix Curve



**Felt like Einstein Discovering  
theory of relativity!**

# Calculating Cost per Hour Used

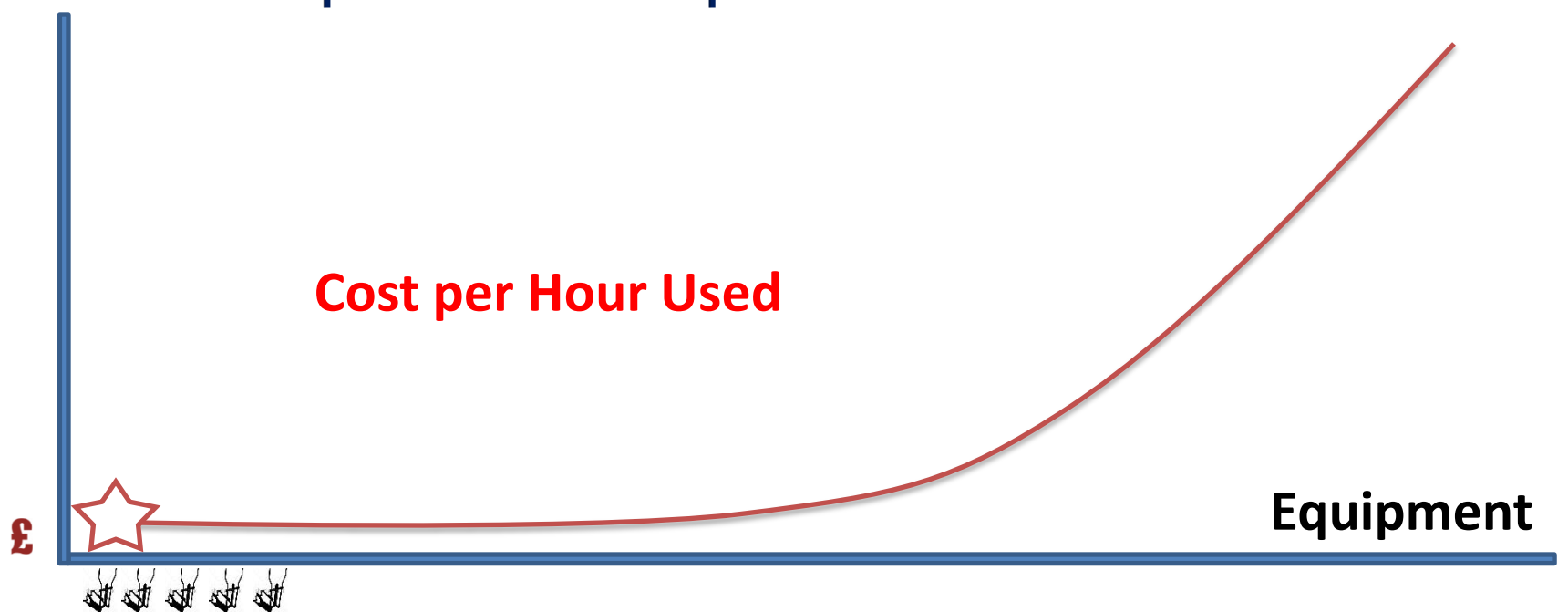


## Crosstrainers

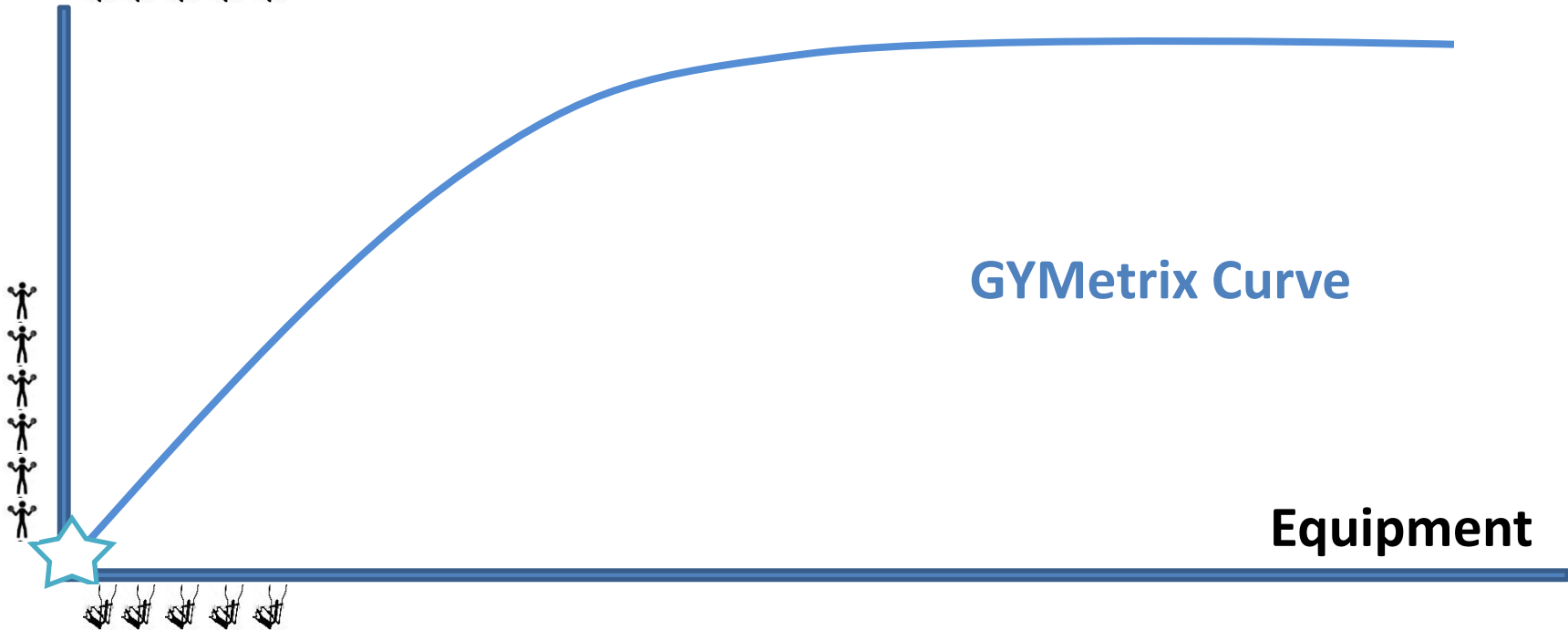
$$\begin{array}{l} \text{£5,000} \\ \text{List Price} \end{array} \div 5 \text{ years} \div 52 \text{ weeks} = \text{£19.23} \text{ Weekly Depreciation Cost} \times 12 \text{ Crosstrainers} = \frac{\text{£230.76}}{249 \text{ Customer Demand Hours}} = \text{£ 0.93 Cost/ Hour Used}$$

# Relationship between Cost per Hour Used and GYMetrix Curve

Cost per Hour Used

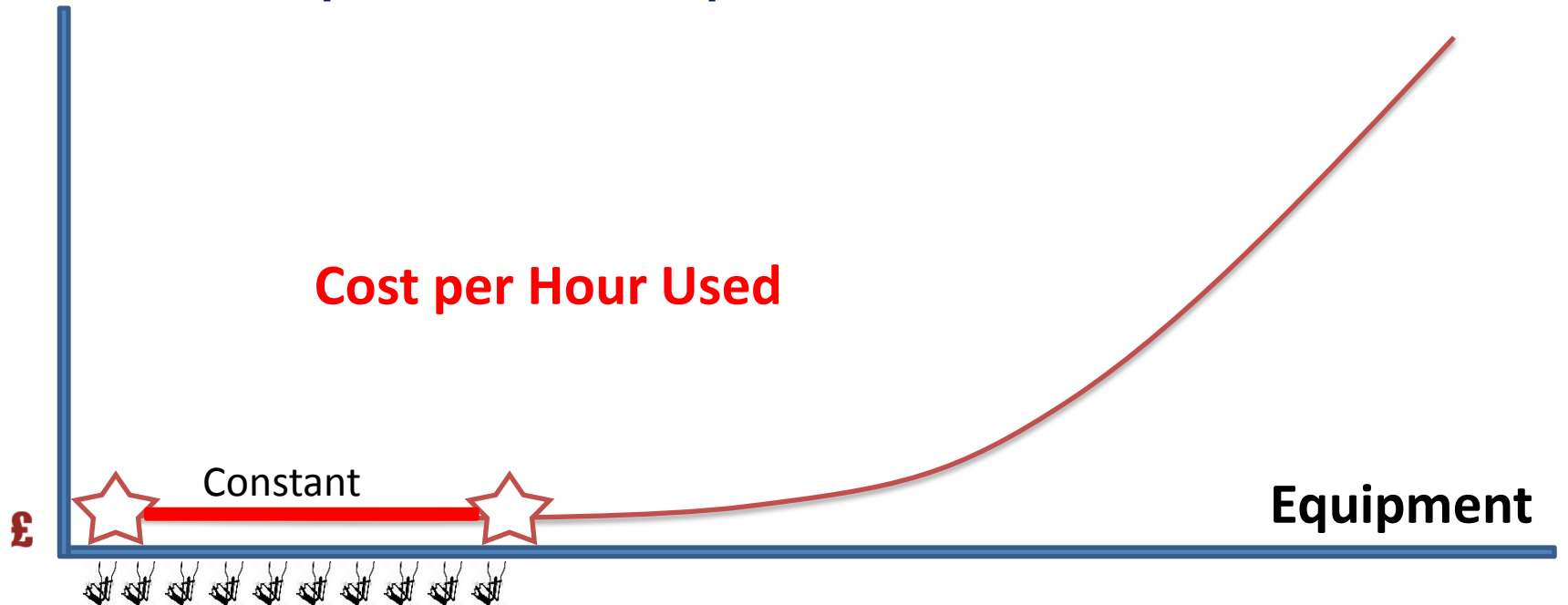


Customer Demand

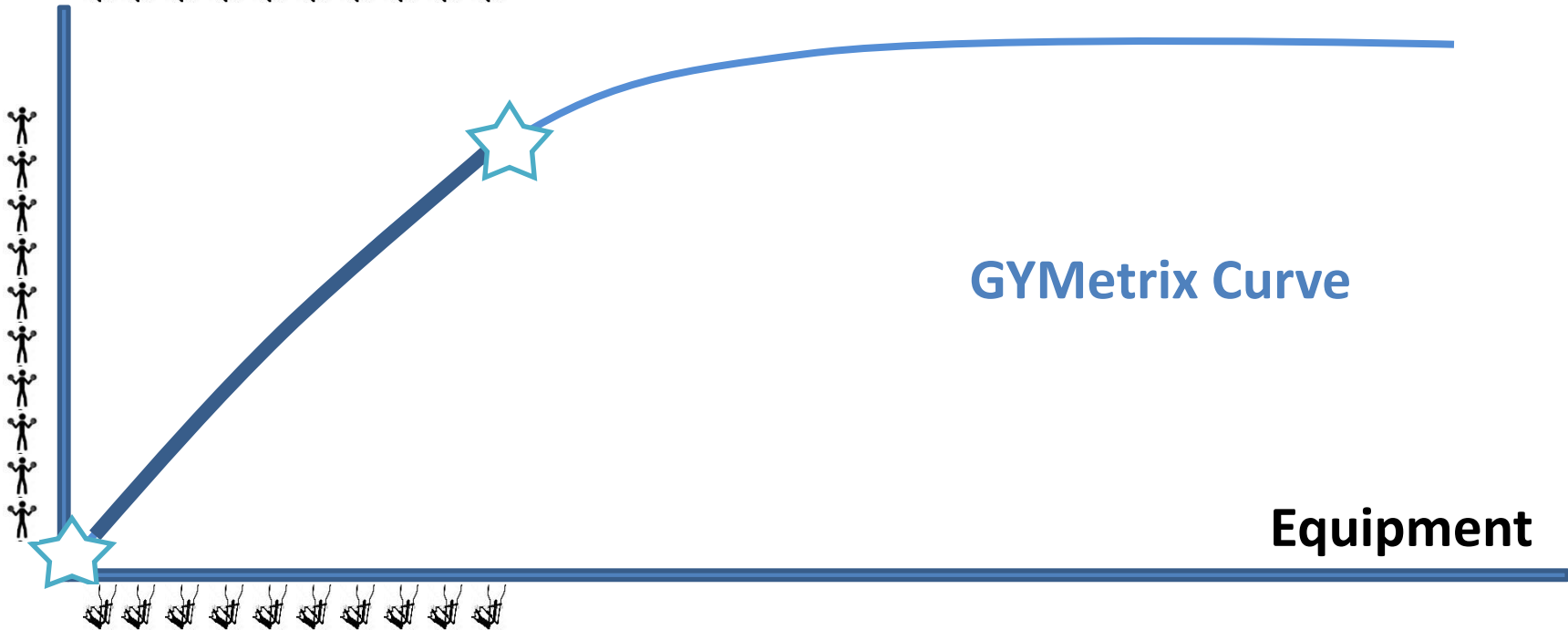


# Relationship between Cost per Hour Used and GYMetrix Curve

Cost per Hour Used

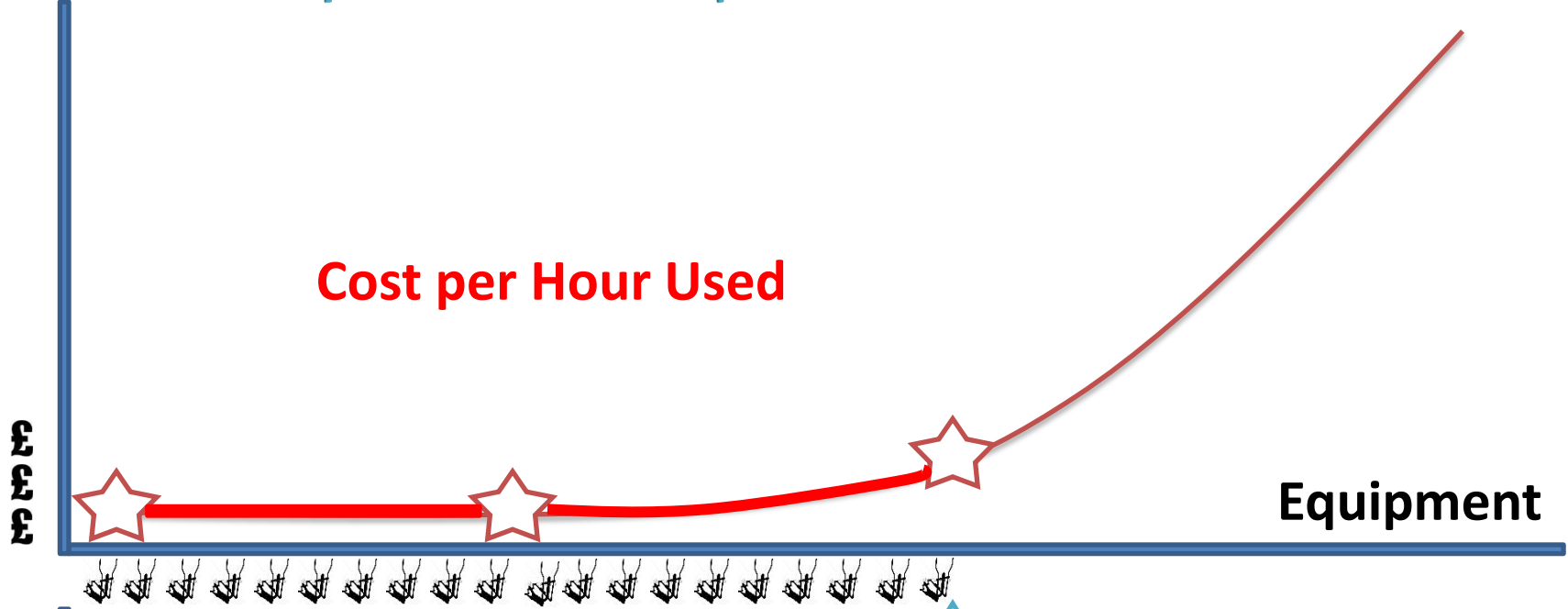


Customer Demand

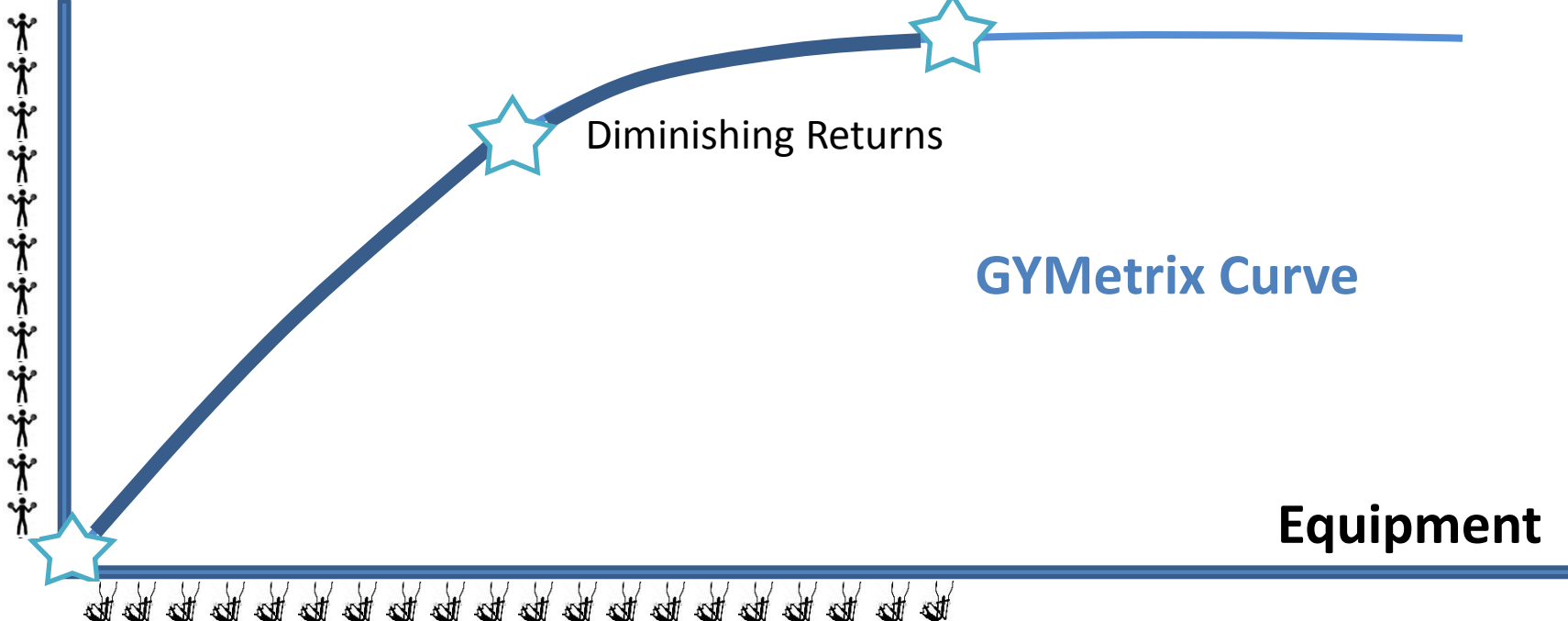


# Relationship between Cost per Hour Used and GYMetric Curve

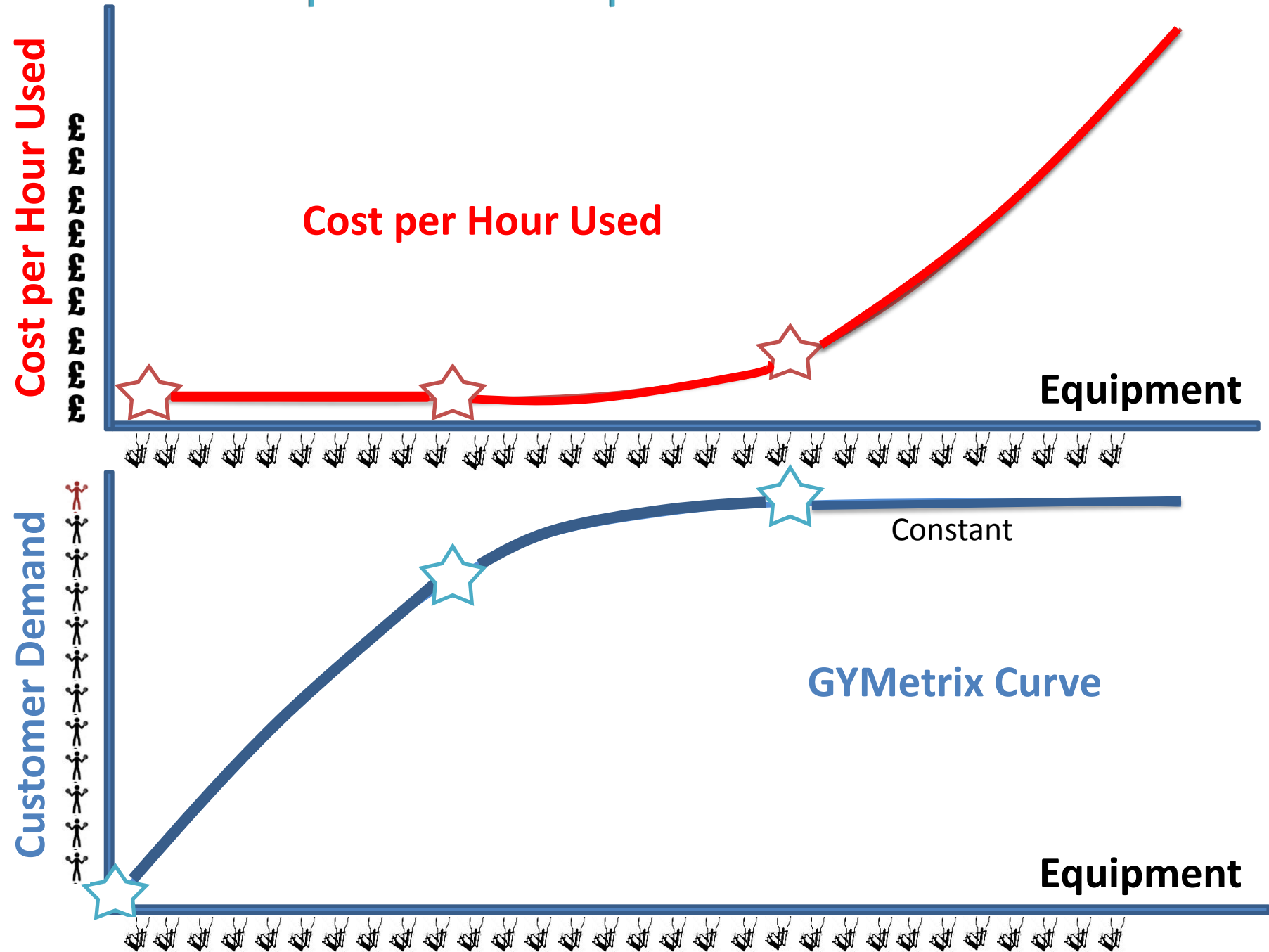
Cost per Hour Used



Customer Demand



# Relationship between Cost per Hour Used and GYMetric Curve





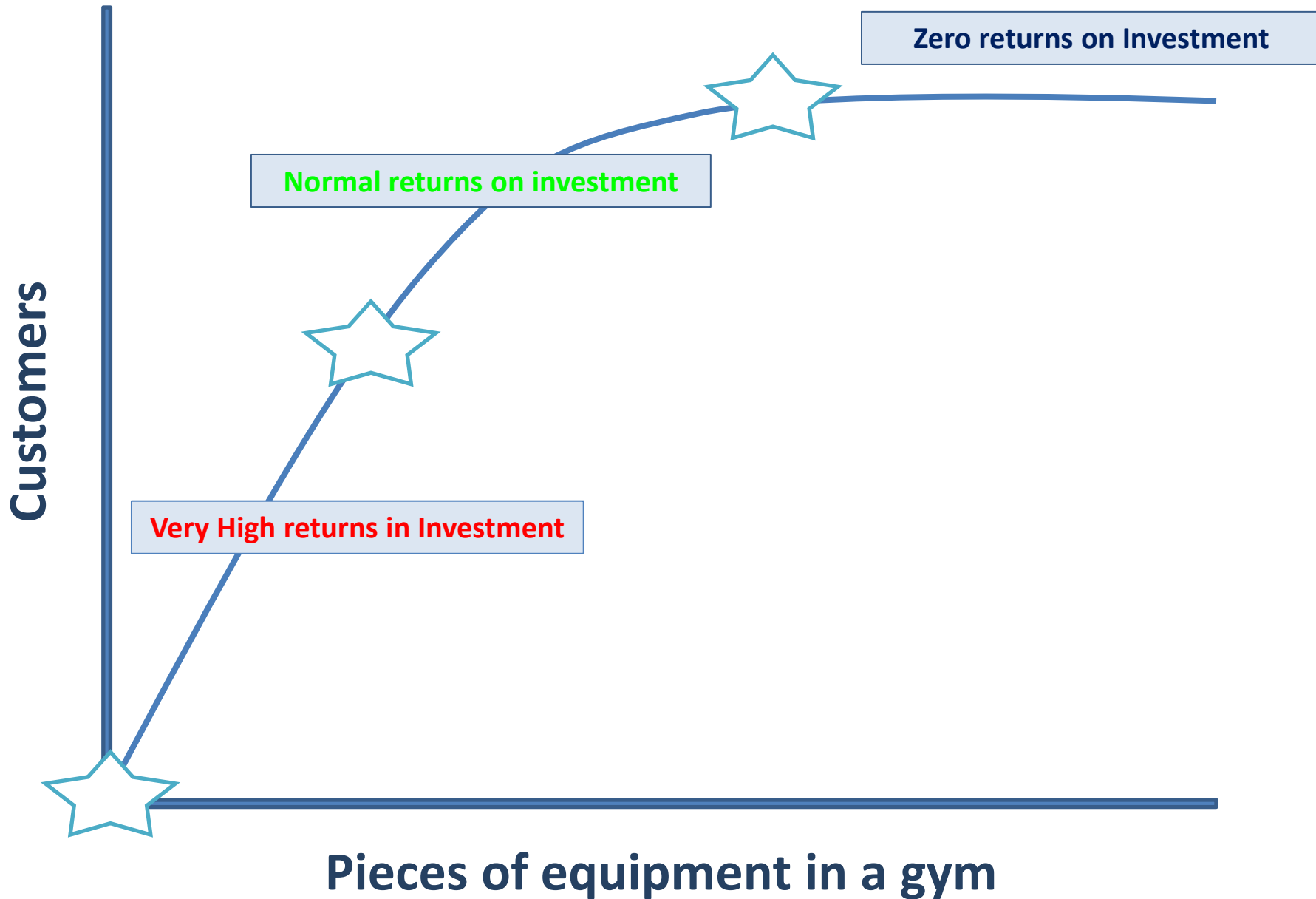
## Discovery 6

# The Link between the GYMetrix Curve and the Returns on Investment



**Felt like Edison when he discovered the lightbulb!**

# Relationship between amount of equipment and customer numbers



# GYMetrix

*Making gyms fit*

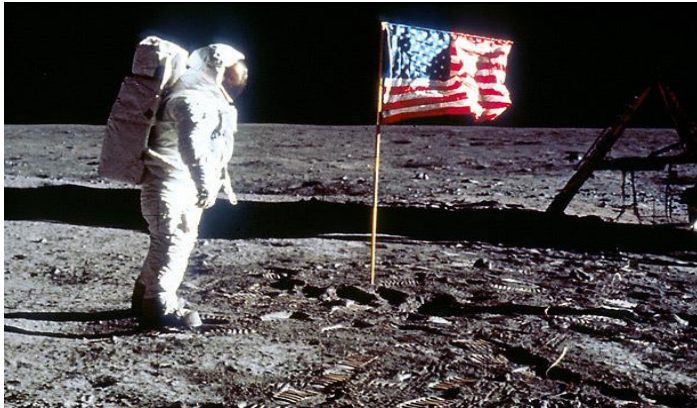
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**Implemented the system;**

**Saving our customers 10% - 30% of Equipment Purchases  
(If no need to expand capacity)**

**At the same time them having happier customers**

**And experiencing membership growth.**



**When it all came together and  
started working it felt like we had  
put a man on the moon!!**

This is the person I would least like to disagree with in the World!



Unfortunately, I have no choice!

A large, bold red 'X' is superimposed over the bottom half of the advertisement, crossing out the text and the bottom image.

IT'S THE...  
THE...INES,  
STU...  
IT...E...PLE

**REDUCE MEMBER  
CHURN BY UP TO 70%**

## **Conclusion:**

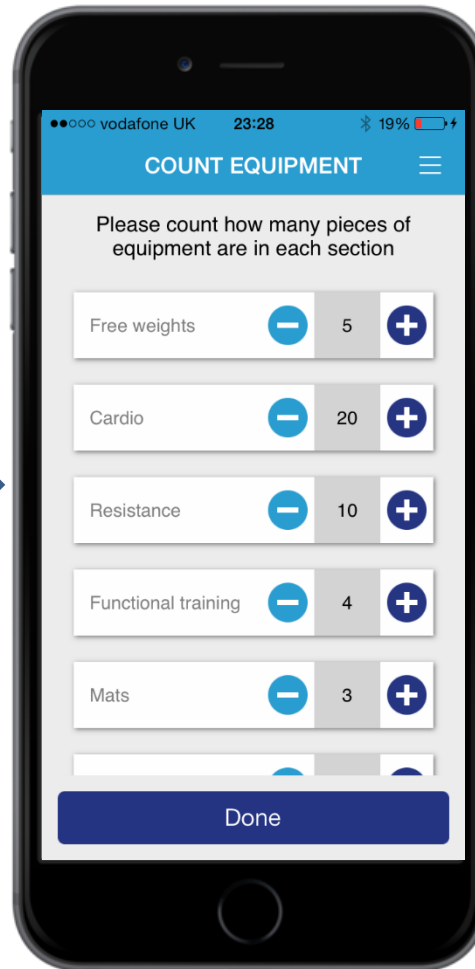
- 1) Identify gyms that have overall capacity shortages – expand them and you will experience dramatic and fast membership growth.**
  
- 2) Identify equipment types in your gyms that are undersupplied – This will be causing customers frustration. Solving these shortages makes customer a lot happier and results in better retention. . . And growth**
  
- 3) Pay for the extra equipment by not buying equipment that is underutilised. . . . removing it will make no difference to the customers experience.**

# Capacity App that Can identify where you have shortages and excesses of equipment

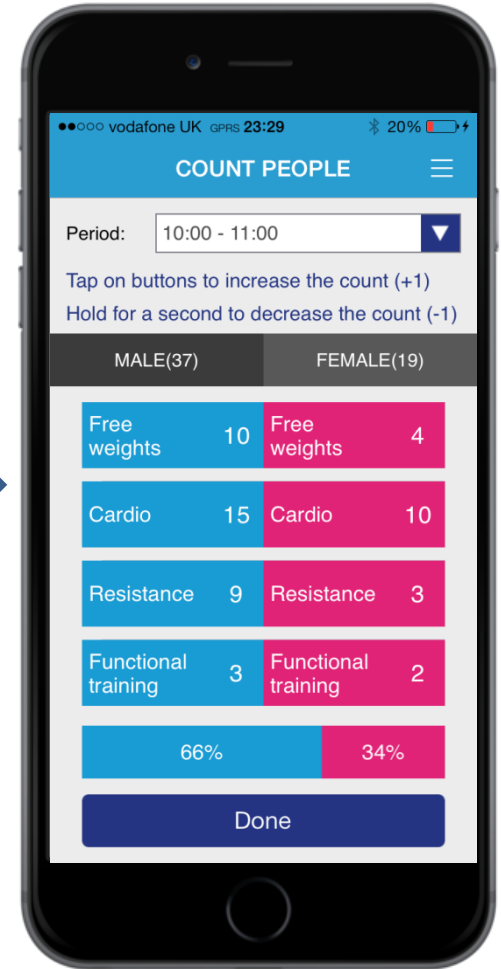
## 1. Staff Download App



## 2. Staff Count equipment



## 3. Count Customers in Sections

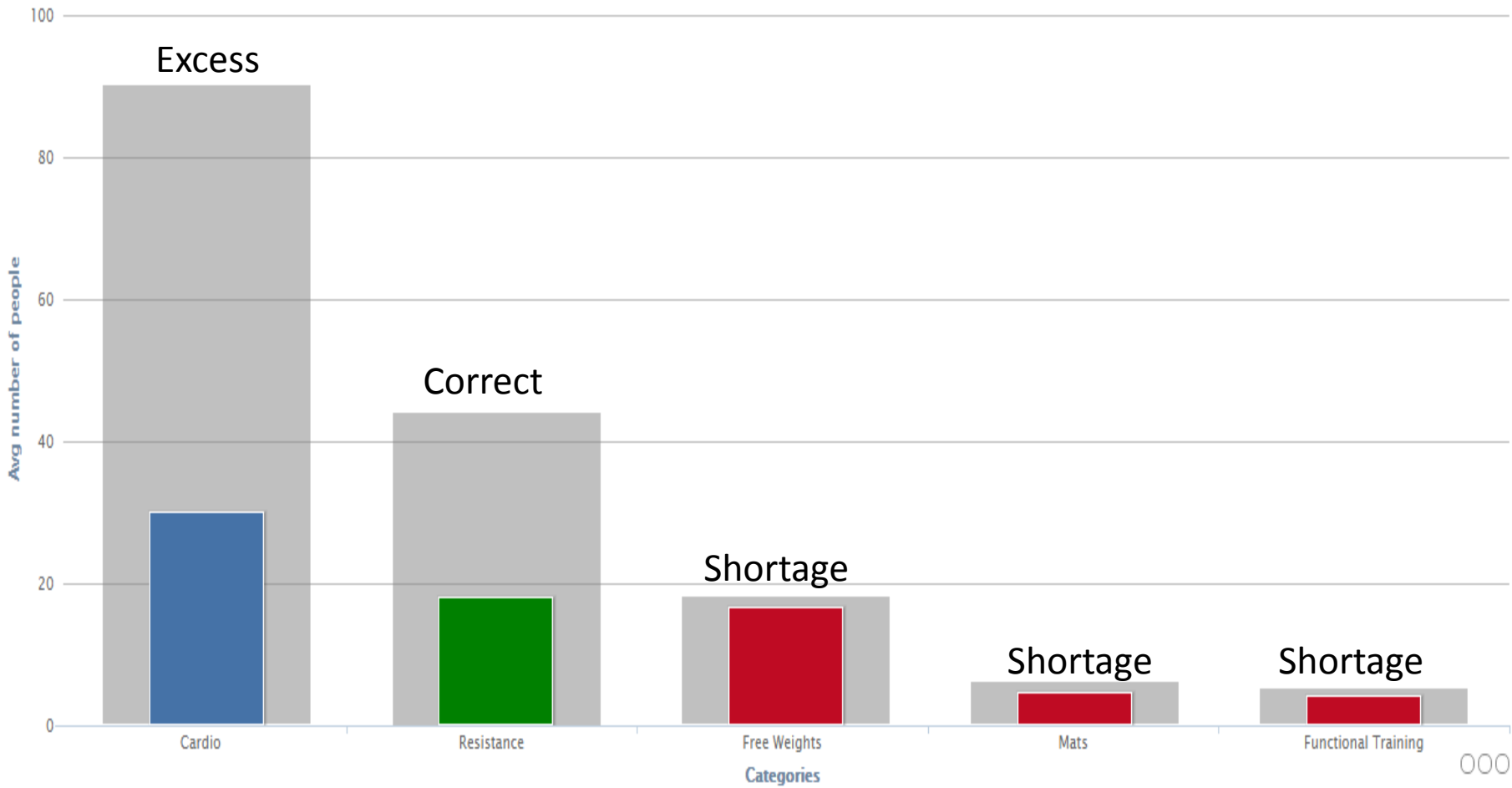




# 1. In peak period how many customers in sections Vs equipment in those sections

People Counts

MOND GYM



Filter Dynamic

Time Filter: 18:30 to 20:00

000



# GYMetrix

*Making gyms fit*

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