

Client Scenario / Case Study FitPalermo Gym & Wellness

Location: Palermo, Buenos Aires

Industry: Fitness & Wellness

Company Size: Medium (800 active members)

Goal: Increase member retention and differentiate from competitors through personalized experiences.

Before implementing SmartCoachAI:

FitPalermo Gym faced a **40% annual churn rate**, with most members abandoning the gym after the first three months.

Trainers were overloaded and couldn't personalize routines for every user.

Members felt they were following generic plans, with little feedback or visible progress.

Main Pain Points:

- Limited trainer capacity → one trainer per 60+ members.
- Manual routine updates → time-consuming and inconsistent.
- Lack of data → no tracking of energy levels, sleep, or recovery.
- Drop in motivation → declining attendance after week 8.

Gym managers recognized that without innovation, **retention and revenue would continue to decline**.

The SmartCoach AI Implementation:

FitPalermo partnered with **SmartCoach AI**, a B2B SaaS platform that integrates AI-driven personalization into the gym experience.

Within two weeks, the system was configured with the gym's branding, member database, and connected tablets for in-gym use.

Deployment Steps:

1. **Setup & Integration** – SmartCoach AI synced with member data and wearable devices (Fitbit, Garmin).
2. **Onboarding** – Members completed short fitness and goal surveys.
3. **Personalization** – The AI generated daily adaptive workout plans with feedback loops ("easy," "hard," "pain").

4. **Monitoring & Analytics** – Managers accessed dashboards showing engagement, active users, and risk of dropout.

SmartCoach AI acted as a **virtual trainer**, continuously adapting each user’s plan and sending motivational push notifications.

After implementing SmartCoach AI:

After 3 months, FitPalermo achieved **measurable and lasting results**:

Metric	Before	After SmartCoach AI
Member Retention (90 days)	60%	82% (+22%)
Trainer Time Spent on Routine Updates	8 hrs/week	2 hrs/week (–75%)
Member Engagement (app logins/week)	1.5 avg	4.2 avg (+180%)
Member Satisfaction (survey)	6.1 / 10	8.9 / 10

Qualitative Results:

- Members reported higher motivation and a sense of progress.
- Trainers focused more on supervision and technique instead of manual updates.
- The gym marketed itself as the **“first AI-powered gym in Palermo”**, attracting 12% more new memberships in two months.

Client Testimonial

“SmartCoach AI transformed how we manage our members. Every person feels guided every day — and we didn’t need to hire more trainers. It’s like having a personal coach for everyone, 24/7.”
— *María Rodríguez, Manager at FitPalermo Gym & Wellness*