

# THE TRAINIAC TRIBUNE

## *Shaping the Gympass User Experience*

### CURRENT STATE OF AFFAIRS

From the Trainer Success Team



In order to provide the best possible service, it's important for us to understand what encourages our clients to stay with their trainer, and what may cause them to leave. Brett Chien, a Trainiac Product Designer, surveyed past and current Trainiac users to get this information! This survey provided tons of new insights. Some insights pointed to the need for updates in the Trainiac app, while others pointed to trainer behaviors that worked well with different types of clients.

New learning content, based on these findings, will be provided to the trainer team in the form of monthly newsletter updates and weekly mini-modules in the Slack channel. To summarize, I have pulled out some of the biggest takeaways from Brett's research, so you can keep them in mind as you work with your clients:

- 1. It's Essential to Know if Your Client is an "Expert," "Intermediate," or "Beginner."** Each of these experience levels requires a different approach and values different things from their trainer. For example, the "expert" may value new knowledge and expertise, while the "beginner" values clear guidance and accountability.
- 2. Clients Want to Know and Trust Their Trainer as a Person.** Building rapport and sharing about yourself provides immense value. If your client feels connected to you as a person, they have more to stick around for than just a workout program!
- 3. Personalization is Key.** Our clients want a Plan and workouts that fit their specific needs. Collaborate with your client to ensure they feel their program is a good fit for them, and update it if needed.
- 4. Clients Reassess Their Training Program in Month 2.** We are seeing a more significant drop-off in Month 2 than in the past. This is often caused by clients not understanding how their program is evolving and/or not seeing enough variety. It is vital to help your clients see their progress at this milestone, as well as help them understand what the next steps in their program will look like. This is also a great time to add variety by incorporating a new activity or workout style.
- 5. Prompt and Thoughtful Trainer Responses Were Mentioned by Retained Clients.** When Brett asked retained clients why they had stayed with Trainiac, many noted that their trainer had been responsive and directly addressed any concerns they had.

# TRAINER RESOURCE ROUND-UP

## #1 "Gympass Personas: Ben the Beginner, Irene the Intermediate, and Eric the Expert"

During our 2022 User Research Survey, three distinct Trainiac user personas were identified. Check out these three individual mini-modules to help identify what category your new clients might fall under and what they need to succeed in the Trainiac environment.

## #2 "Show Your Client Value - Fast!"

When clients first sign up for Trainiac, it is important for them to see the value right away; otherwise, they will most likely move on to trying something else. This mini-module will go over some easy ways to show your new client value - fast - to encourage them to train with you long-term.

## #3 "Provide a Piece of Knowledge - Fast!"

Showing your client value early on will increase the chances that they stay with you long-term. One of the best ways to add value is by providing a piece of knowledge for your client early in the relationship. This module will cover some ways to teach your client something new during the onboarding process and the first two months.

## #4 "Trainer Efficiency - Low Effort Methods to Add Variety"

Some clients don't mind seeing similar workouts week after week as long as they are getting results, but others live for variety in their sessions! It's important to be able to provide this variety without spending too much time on a single client. This module will go over 4 low effort methods to add variety into your client's program.

# TRAINER OF THE MONTH

Connor Barnard, ACE



## Here are Connor's Top Tips to Being More Successful With Your Gympass Clients:

### Tip #1: Variety

I have found that when I add variety to my client's workouts, they end up completing more workouts. I rarely send the same workout to my clients, which helps keep them engaged.

### Tip #2: Communication

2. Not everything you communicate with your client has to be about fitness. Talk about what you did this weekend. I have found clients enjoy learning about what you do outside of training. Also, ask what they did this past weekend or on the trip last week. Maintain a solid rapport with your clients.

### Tip #3: Time of Check-Ins

3. I have had excellent results with checking the app in the morning to start the day and at night after dinner. Have set times each day you check the app and follow the routine. You will find it much more organized and easy to keep up with all your clients.

### Tip #4: Missed Workouts

4. When a client misses a workout, let them know immediately and ask when they can make it up. Don't let it slip away. Our job is to hold them accountable. Clients really like a trainer who doesn't let workouts go missed. Always make an effort to help the client get that missed workout completed.