



# Overview

## About the Client: Apex Fitness Group

Apex Fitness Group is a rapidly growing fitness operator with over 60 locations nationwide, offering a mix of general fitness, group training, and personal coaching services. With thousands of active members and a steady influx of new sign-ups each month, Apex is focused on maximizing member engagement, retention, and long-term value across its network.

As the company scaled, leadership sought a more effective way to standardize communication, reduce churn, and drive higher utilization across all locations.

By partnering with Fugutech, Apex deployed AI-powered, personalized messaging to transform the way it engages with members at every stage of the lifecycle.



## Challenge

Like many large fitness operators, Apex faced key challenges that directly impacted enterprise value:

- High member churn, especially within the first 90 days
- Inconsistent follow-up with new leads and trial members
- Low engagement from inactive or at-risk members
- Limited success with upsells (personal training, classes, add-ons)
- Fragmented communication across locations and teams

Traditional outreach methods—emails, app notifications, and calls—were underperforming, leaving significant revenue and retention opportunities untapped.

## **Solution:**

Fugutech implemented its AI-driven engagement platform across all Apex locations, creating a centralized yet personalized communication system for every member.

Key initiatives included:

- AI avatar-based SMS outreach that feels personal and human
- Automated lead follow-up to increase membership conversion
- New member onboarding sequences to improve early engagement
- Re-engagement campaigns targeting inactive or at-risk members
- Upsell messaging for personal training, classes, and premium services
- Renewal and retention messaging tied to usage patterns

All messaging was dynamically personalized based on member behavior, while being deployed consistently across the entire network.

The platform integrated with Apex's existing systems, allowing leadership to monitor performance across locations while reducing operational strain on staff.

## **Results:**

Fugutech delivered meaningful improvements across key enterprise metrics:

### **Open Rate:**

96%+ SMS open rate, significantly outperforming email and app-based communication

### **Member Retention:**

Reduced early-stage churn and improved long-term membership retention

### **Lead Conversion:**

Higher conversion rates from trial to paying members through consistent follow-up

### **Revenue Expansion:**

Increased adoption of high-margin services such as personal training and group classes

## Operational Efficiency:

Reduced reliance on manual outreach from front desk and sales teams

These results led to:

- Increased average lifetime value (LTV) per member
- More predictable recurring revenue across locations
- Higher utilization of classes and training staff
- Improved unit economics at the location level
- Stronger brand consistency across the network

# Key Takeaways

This case study highlights how multi-location fitness operators can unlock significant growth by improving member engagement at scale.

By standardizing and personalizing communication through Fugutech, Apex Fitness Group transformed its member experience into a **data-driven, revenue-generating system**—enhancing both operational performance and enterprise value.

## Performance Highlights

**295% Increase in Member Engagement**

**96% SMS Open Rate**

**22% Increase in Member Retention**

*Average results across Fugutech enterprise clients*





*\*average results across all of Fugutech*

## Conclusion

For large fitness operators, long-term success depends on more than just acquiring new members—it requires maximizing engagement, retention, and lifetime value across the entire network.

Fugutech enables fitness brands to centralize communication, drive consistent performance across locations, and unlock new revenue opportunities within their existing member base.

The outcome is a more scalable, efficient, and valuable business—positioned for sustained growth and stronger enterprise valuation.

## Contact Information

For any questions or clarifications, please reach out to the project lead:

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