AllSet.solutions

Apex: Before She Leaves the Building

How Conversation Ops finds the reason behind a low score, and closes the loop, before a member ever reaches the door.



At 7:12 on a Tuesday morning, a member's complaint about the changing rooms at Apex's Downtown Minneapolis site is already resolved by 7:51, before she's even left the building.

Madison oversees Apex's five sites across the Twin Cities, home to around fifteen thousand members, and like most big-box operators, the group loses and replaces close to a third of them every year. One number matters more than most to a site's membership manager: the happiness score members tap into an iPad by the door on their way out. Drop below 90 percent, and management is the one held to account.



In the old world, a low score lands in a system and waits for someone to read through the complaints behind it. Meetings happen, messages go back and forth, and the question of who actually owns it, facilities or membership, usually takes longer to settle than the problem itself. The club aims to respond within 48 hours, but for that whole stretch the member feels like she's dropped a message into the void, and the best she can usually expect is an apologetic phone call.

What actually explains a low score never shows up in the tap itself, it's in whatever the member would say if someone actually asked her, right when it happens, at the front desk, in a text thread, not two days later in a meeting room.



That's where ConversationOps is making a difference at Apex. It draws facts from ABC, the door access system, the shift rota and the ticketing system, and pairs them with what members have actually told the club, at the front desk, in trainer check-ins, over the club's own messaging. QR codes around every site read simply: "Talk to us, any time," because a conversation tells the club things a score never will. Members use them for anything. This morning, it's a complaint.

The code opens a text thread on the club's own number. From her number, the club already knows who she is: the door confirms she checked in at 6:40, and she's a regular at the on-site cafe. What she's telling it now is new: the women's changing room hasn't been cleaned.

The complaint is logged to the ticketing system first, so there's a record, then it goes into Teams, where every message is tied to a real staff identity and the rota already knows who's actually on site. It reaches Scott, the facilities lead on shift, with four things attached: confirm the complaint is accurate, agree how it gets fixed, decide what the member is told and when, and name whoever owns sending it.

Scott checks the changing room, confirms it, and has it cleaned inside fifteen minutes. At 7:51, the member gets a reply on the same thread: an apology, and confirmation it's done. As she heads for the turnstile, the front desk has already been asked to catch her with a complimentary smoothie.

Madison sees the whole loop on one screen: who complained, who was told, what was done, when it closed, and exactly what the member was sent, every outbound message checked for tone before it went out. By the time the weekly review comes round, the list of complaints isn't a backlog, it's a list of closed loops with names and times against every one, and each has gone back in as a learning of its own.

The club's target just moved from 48 hours to under sixty minutes, and a member who might have quietly downgraded her opinion of Apex left the building already won back.

Why can’t the gym’s systems do this? The iPad only knows she gave it a seven. ABC knows her plan, the door knows she was in, and Teams knows who was on shift, but none of them can join her complaint to the person actually on site, and none of them know she's here four mornings a week. Conversation Ops is what joins the facts to the conversation and controls what happens next, so every complaint can be justified, handled and evidenced. That's how you nip it in the bud before she leaves the building.

AllSet's trust and safety guardrails are shaped by each partner's laws, geographies, and standards.

Email: hello@allset.solutions

Tel: (415) 639 5170

Web: www.allset.solutions

AllSet.solutions