

HorizonHouse: A Goal With a Deadline

How Conversation Ops finds the goal, and the deadline, that a sign-up form never asks about.



This week, Sarah joins HorizonHouse, a boutique tech-forward fitness club in Austin. On paper, she's just another new sign-up. Within a few days, HorizonHouse will know exactly why she's really here.

Every new member gets a welcome message, from HorizonHouse's own number: *Welcome, Sarah! Is there anything you'd particularly like to work towards?*

Sarah writes back that she's hiking in the Rockies in twelve weeks and wants to feel fitter for it. A few more messages, and she's said more: long climbs wear her out, she'll be hiking several days in a row, she wants to keep up with her friends, she's never followed a strength program, and mornings before work are usually free.



Before Conversation Ops, none of that tech would tell HorizonHouse any of this. A sign-up form captures a name, a card number, a membership tier, nothing about why someone actually joined, or when their reason for being there might run out. And with a handful of newer studios around Austin starting to copy the same equipment and the same face-scan doors, that gap is the one advantage HorizonHouse actually has left.

What HorizonHouse actually knows about why Sarah joined, and how urgent it is, lives entirely in that first conversation, not in anything she filled out, and not in anything the app or the door tracks either.



A few days later, Conversation Ops surfaces a ranked list of members worth reaching out to, and Sarah's near the top. The case stacks up from both sides: her membership already includes a complimentary introductory session she's never used, and face-scan entry logs show her checking in five mornings a week before 8am, alongside the Rockies trip, the tiring climbs, the missing strength experience, and a departure date now just ten weeks out. What's still unknown, whether she actually wants coaching, whether she'd feel comfortable in the weights area, sits right next to the case for reaching out, not hidden from it.

So when Jayden asks ConversationOps to find Eve the perfect clients, ten names come back. One of the ten is Lauren, with signals learned from conversations:



Priya, who manages memberships, reviews it and approves reaching out to Sarah, with confidence, because every message is checked against the club's tone and quality standards before it can send, it only ever goes out from HorizonHouse's own number, over RCS, so it works the same on an iPhone or an Android, and nothing about a member reaches Emma until the booking is made.

The message that goes to Sarah reads: *Hi Sarah, how is the gym going? With your Rockies trip about ten weeks away, would you like some help preparing for those climbs? Your membership includes a complimentary introductory PT session. Emma works with recreational hikers and has an opening before work next Tuesday. Would that suit you?*

Behind it: Emma's own experience with hikers, her actual calendar, and confirmation Sarah has no introductory session already booked. Sarah replies that she'd like to come, but she's not sure about the weights area, could Emma show her around first? She also mentions a practice hike in four weeks. Both go straight into Emma's briefing alongside the appointment, so Tuesday's session covers what's worrying Sarah right now as well as what she's actually training for.



Neither of those details was ever a field HorizonHouse needed to fill in, and both immediately made the session better. The Rockies trip has an end date too, which means Sarah's original reason for being at HorizonHouse has one as well. That's not a problem still to solve, it's simply the next question already waiting: how the hiking went, and what she wants to work toward next. Any studio in Austin can eventually install the same face-scan doors; not many can say they already knew about a member's hiking trip to the Rockies, or her nerves about the weights room, before she ever had to explain either twice.

Why can't the gym's systems do this? The CRM knows Sarah's membership tier and that she has an unused introductory session sitting on her account. The face-scan door knows she's checked in five mornings a week. Neither knows she's training for a trip to the Rockies, or that she's nervous about the weights room, that only ever came up in conversation. Conversation Ops is what turns a list of thousands of sign-ups into the one member whose reason for joining has a deadline attached.

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