

Meridian Fitness: Ten Members in Fifteen Thousand

How Conversation Ops finds ten gym members in fifteen thousand whose needs were only ever mentioned in conversation, not a form.



This week, Eve, a trainer at Meridian Fitness in San Jose, completes her ACE Senior Fitness Specialist certification. By Friday, her diary will be full.

The regional manager, Jayden, who approved and paid for the course, messages ConversationOps directly: *@Eve.Martinez is just back from her latest qualification and is excited to get stuck in. Let's find her the perfect clients and get her in front of them for a taster.*

He wants the course to pay for itself, but more than that, he wants Eve to thrive: when a trainer leaves Meridian, the members who trained with her usually leave too.



Meridian runs five sites across the city, each with about three thousand members and thirty trainers, and nobody keeps fixed hours, members and trainers alike move between locations depending on the day. Jayden has no way of knowing which of his fifteen thousand members need what Eve can now do, or which of them will even be in the building when she is.

In the old world, Eve would tape an updated flyer to the front desk and spend days working the floor, hoping to catch the right member walking past. If Jayden had the time, he might call the other four site managers, who'd ask their own floor teams whether anyone seemed like a fit, one call leading to another, days passing before Eve heard anything back. Trainer turnover across the industry runs 80 to 90 percent a year, and every trainer who leaves takes members with them. Eve doesn't have days to spare, and neither does Jayden.

What Jayden actually needs to know about Meridian's fifteen thousand members already exists in the conversations members, staff and trainers are already having.



That's where ConversationOps is making a difference at Meridian. It draws facts from ABC, EGYM, the door system, the tills and the shift rota, records for fifteen thousand members across five sites that have never talked to each other, and pairs them with what members have actually said, to the front desk, to their trainers, in voice notes nobody else would think to check.

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:



- ◆ She mentioned to the front desk last month that her hip had been slowing her down.
- ◆ She mentioned to a trainer a few weeks before that, that she was nervous about starting anything structured in case it made things worse.
- ◆ A voice note logged after a chat at the juice bar notes she's hoping to be steady enough to dance at her daughter's wedding in the spring.
- ◆ She'd tried a beginner's yoga class once and found it too gentle to actually help.
- ◆ She trains Tuesday and Thursday mornings at the Downtown site.
- ◆ Eve told a colleague she'd like to pick up more shifts at that same location.



Lauren's a great fit, and the rest are too. Jayden approves all ten in a single reply, 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 Meridian's own number, over RCS, so it works the same on an iPhone or an Android, and nothing about a member reaches Eve until the booking is made.

The message that reaches Lauren isn't from Eve, the two have never met, it's from Meridian itself, and it already knows enough to be specific: the qualification, the hip, the exact mornings she's usually there. Lauren asks two questions and books Thursday. Both answers go back in as learnings of their own.



By the end of the week Eve has ten taster sessions booked and four members already committed to her 6-week program, giving Jayden \$3,180 in revenue he couldn't forecast at the start of the week. She spends the ninety days that follow training, not prospecting. The course Jayden paid for has already paid for itself, and four members, including Lauren, now have a specific reason to stay at Meridian rather than follow whichever trainer moves next.

Why can't the gym's systems do this? ABC knows Lauren's plan and her payments. EGYM knows her workouts. The door knows when she's been in, and the rota knows when Eve's on shift. None of those systems talk to each other, and none of them know about her hip, that only ever came up in conversation. ConversationOps is what narrows fifteen thousand members down to the ten who actually need what Eve now knows.

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

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