

GYMetrix has now done studies at more than 500 Gyms, conducted more than 100,000 gym floor face to face surveys and is working with the biggest operators in the UK, EU, USA and South America. We talk to founder Rory McGown.

# Over 500 studies and over 100,000 face to face surveys for GYMetrix

## Why did you launch GYMetrix?

GYMetrix was born out of my frustration with equipment shortages in gyms I was training in. I was travelling a lot, using many different gyms and found that equipment shortages, where I could not get on equipment I wanted to use, was systemic. Looking at the problem I realised the root cause of my frustration was that gyms had no data on customer demand, and if they did, they would buy more of the kit that had a lot of usage.

## Who do you work with?

Our clients include leading operators in the UK public, private and education sectors like Pure Gym, Nuffield Health, Gym Group, Serco, Everyone Active, Edinburgh Leisure and we've also worked with the likes of the University of Birmingham, University of Leeds and the University of Edinburgh. Overseas we are working with Equinox and Blink in the US, we are in talks with Planet Fitness; Basic Fit, the largest chain in Europe; as well as South America's biggest gym group Smart Fit.

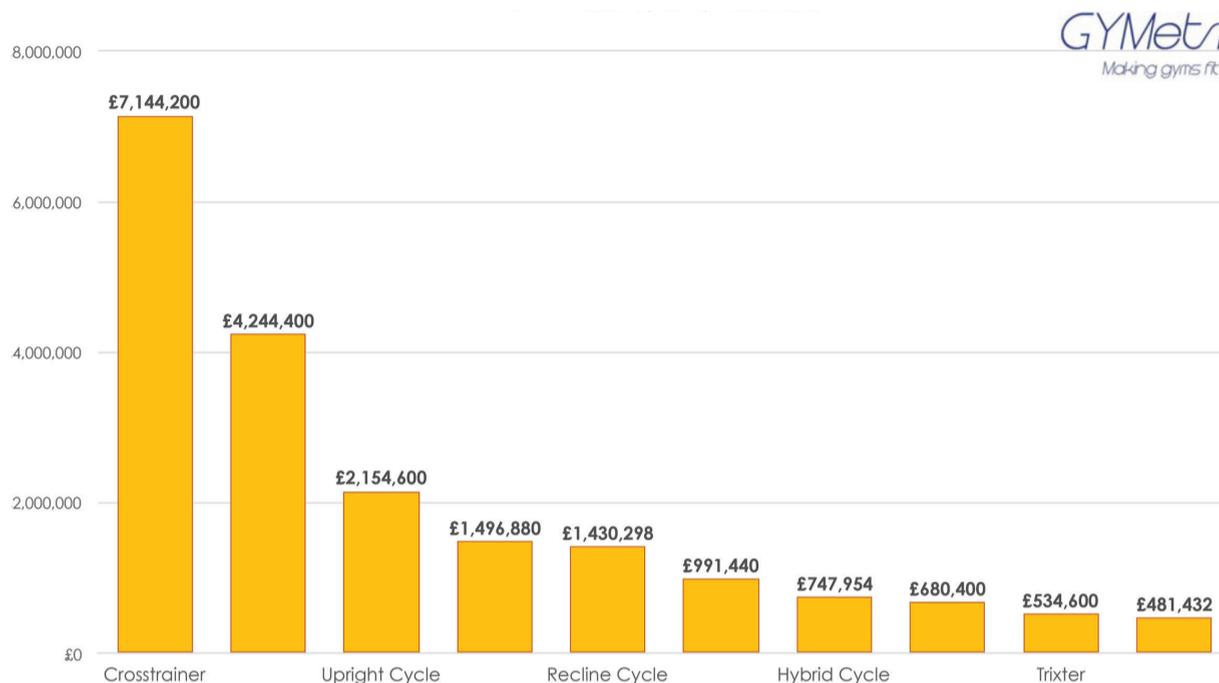
## How do you help operators?

We use data to identify and quantify equipment shortages which if solved produce huge leaps in customer satisfaction, improve retention and can produce membership growth. We also identify where there is too much equipment, or unpopular equipment, that represents a waste of money for the operator. Using customer usage data to guide equipment purchases enables operators to provide better service to their customers (the service being "Equipment Availability") by removing equipment shortages, but at the same time do this whilst spending less on equipment, because they stop wasting money on equipment that is not adding value to their customers. We also use heatmaps to help with gym floor layout and advice where "Demand Side Management" would be of value, where the gyms instructors through interactions and education change the customers demand pattern for equipment.

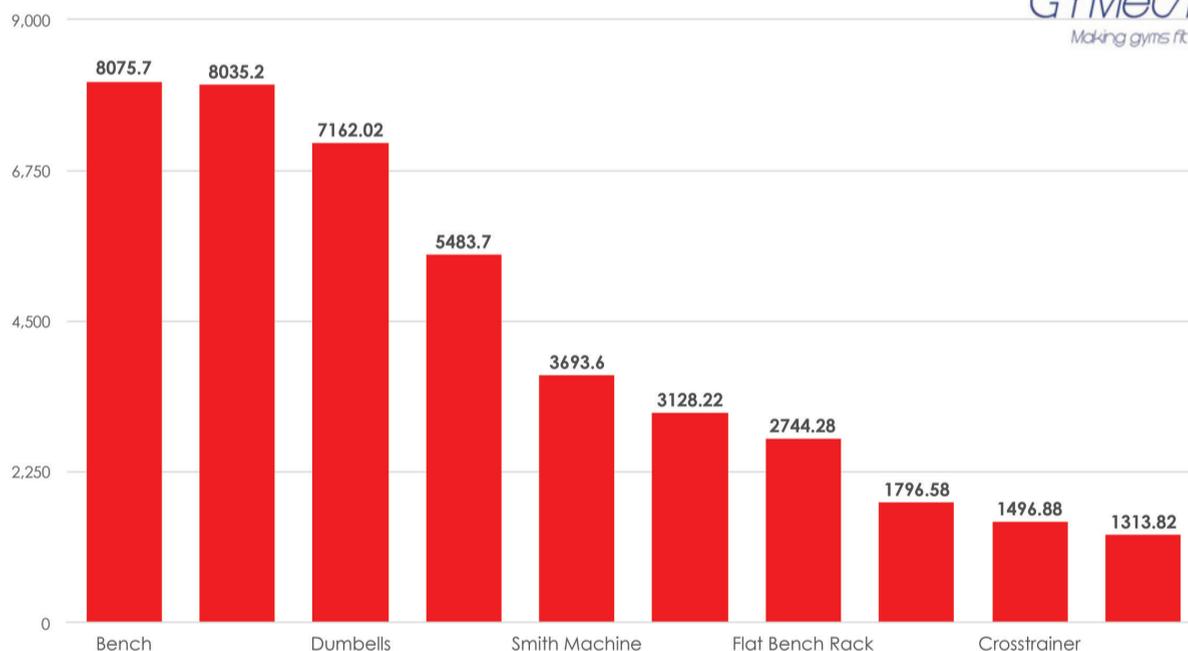
As well as analysing usage of equipment, we conduct face to face surveys, speaking to an average of 200 people per gym, that's more than 100,000 surveys to date, and identify from customers how they think the gym could improve.

## What has been your biggest surprise since starting GYMetrix?

The biggest surprise for me since launching GYMetrix, has not been the lack of kit in clubs, I was expecting that, but the shocking amount of money that operators waste on equipment that customers don't use and don't value, I never expected it to be so high. We have consolidated all of studies since the beginning and to date, at list price, have recommended that operators remove / do not replace £17million pounds worth of equipment. Roughly £34k per gym.



Top 10 removals of excess equipment. Source: GYMetrix Studies 2012-2017.



Top 10 equipment shortages (male and female). 'The equipment is busy and it bothers me' (survey responses 2012-2017)

We have only done 500 gyms, if we look at the UK industry with over 6,000 gyms the total figure will be over £100million.

Shortages would cost £8m to solve, excess equipment is £17m, in other words, operators could have spent £9million less on equipment and still provided a better service to their customers. That is money that could be sitting on gym operators bottom line profit, instead it's sitting on equipment manufacturers bottom line profit. In the absence of data, operators vastly underestimate how much they waste on equipment.

## How can you help reduce waste in gyms?

Stop doing like for like refurb that fill the gym floor with as much equipment as it will take, equipment quantities should be determined by customer demand levels, not the size of the gym floor.

Also stop relying on equipment manufacturers to decide on the equipment mix, it results in too much expensive equipment and not enough of the cheaper equipment, like benches, dumbbells and stretching mats, and finally stop relying on "Gut Feel", it does not work.

## How has GYMetrix evolved over the last 5 years?

We have constantly been improving our software and how we analyse the data to identify the optimum quantities of equipment.

We have also developed a free App that allows operators to identify capacity shortages in their gyms. In addition, we can use the client's data to develop "new build" models for them when they are building new gyms.

We also compile equipment popularity rankings from the data we

have accrued to help operators see what equipment customers actually use and don't use.

## How have gyms evolved over the last five years?

For the first time gym customers have been able to drive the trends as operators buy more of the equipment that customers want.

The biggest has been the increase in free weights usage.

In the last two years we have also see a big increase in females now using free weights, specifically squat racks. Cardio usage seems to be falling, and although many gyms have invested in functional rigs, functional has been an equipment buying trend, not a customer usage trend, and in many cases usage remains low of functional equipment, it needs more education from instructors.

