

After analysing hundreds of gyms across the country, GYMetrix has made a profound discovery that has far-reaching implications for operators, as its founder Rory McGown reveals.

## GYMetrix discovery has far-reaching implications for operators

### Q. What do you do?

Over the last four years, GYMetrix has conducted detailed, bespoke research into hundreds of gyms across the UK by attaching wireless sensors to all of the equipment in the gyms to measure customer demand for it, whilst simultaneously doing face to face surveys with customers.

We now have over six million hours of usage data and over 50,000 surveys, having helped hundreds of gyms improve customer service and also reduce their spend on equipment that would be underutilised.

Simply put, we enable operators to understand their customers better, giving customers the equipment they want in the quantities they need, and not giving them equipment they won't use and don't value.

Most importantly, we have done many before and after studies, leading to some powerful insights and discoveries.

### Q. So, what's this big discovery?

It is as simple as it is profound, and it's that there is a direct relationship between customer growth and the amount of equipment on the gym floor.

Using all of our data accumulated over the last few years, we have been able to plot this relationship on a graph, which we've called the GYMetrix Curve.

### Q. What is the GYMetrix Curve?

The GYMetrix Curve shows how the amount of equipment in a gym impacts membership growth.

Looking at the graph above right (see figure 1), we can see that there are three key points along the curve, indicated by three stars.

\*1 – The first star makes that obvious point that if you have no equipment in your gym, you will have no customers. What's interesting is the first arc of the curve, between the first



Rory McGown

and second star, which shows that if you introduce more equipment at this stage, you will attract more customers and therefore increase your revenue.

\*2 – However, the next arc of the curve, between star two and star three, flattens out. This means that the rate of customer growth starts to slow. So, while adding more equipment to the gym will attract more customers, it won't attract as many as initially.

\*3 – The third and most interesting point on the graph is star three, where the curve becomes horizontal. And this means that investing in more equipment beyond this stage produces no customer growth; all customer demand has been already met with the existing equipment.

### Q. How does this help operators?

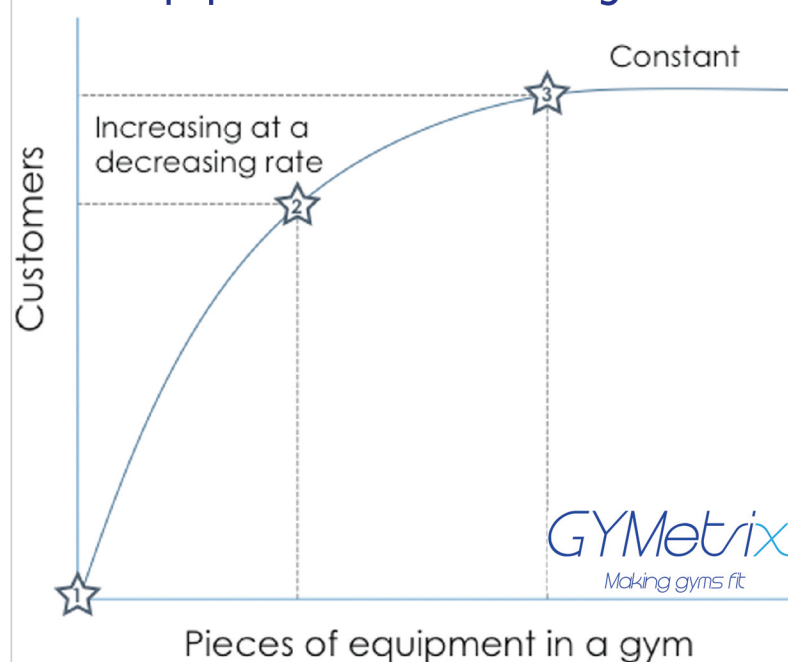
The GYMetrix Curve shows that you can't grow membership beyond a certain amount of equipment.

Obviously, that amount is different for each operator and depends on a number of factors.

We have worked with operators in the first phase, who doubled the amount of equipment and doubled

***"Operators need to know where their Gyms sit on the curve"***

**Relationship between gym's amount of equipment and customer growth**



their customers in a matter of months. However, half of all the gyms we have worked with are at the third phase of the curve – they have more equipment than they need.

These operators have substantially reduced their amount of equipment, and costs, and it has not reduced their number of customers.

Operators need to know where their gyms sit on the curve and if they should be expanding, contracting or have the right overall amount

of equipment in their gym.

### Q. How does this relate to individual equipment types?

Exactly the same curve applies to the relationship between individual equipment types and customer demand (defined as hours of demand).

The graphs below (figures 2 and 3), allow operators to see exactly how many cross trainers and benches they need to service customer demand.

In figure 3, we can see that with 16 cross trainers the operator is meeting demand.

There are no benefits to having any more cross trainers than this, because as the graph shows, demand doesn't increase, so the operator is only adding to their costs with more than 16.

Benches on the other hand are usually under provided, strangling customer growth.

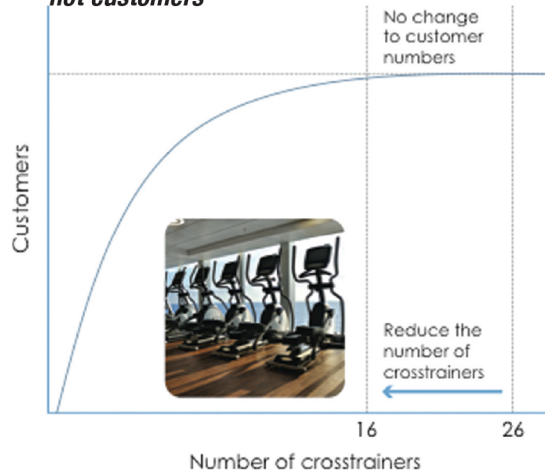
When more benches are provided we normally see total demand for them rise, and this draws more customers into the gym.

Understanding where they sit on these curves will help operators to optimise their customer growth whilst preventing unnecessary costs.

**For more information contact**  
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## Relationship between change to equipment types and customers

***"Less Crosstrainers can reduce costs, not customers"***



***"Increasing Benches can lead to an increase in customers"***

