

LifeFitness

**JORNADA:
LA TECNOLOGÍA
APLICADA AL
DEPORTE Y LA
GESTIÓN**



LA TECNOLOGÍA APLICADA AL DEPORTE Y LA GESTIÓN

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Tecnología es la herramienta

- Para diferenciarnos...
- Para crear experiencias...
- Para competir...
- Para fidelizar...
- ...

Data is the new oil!



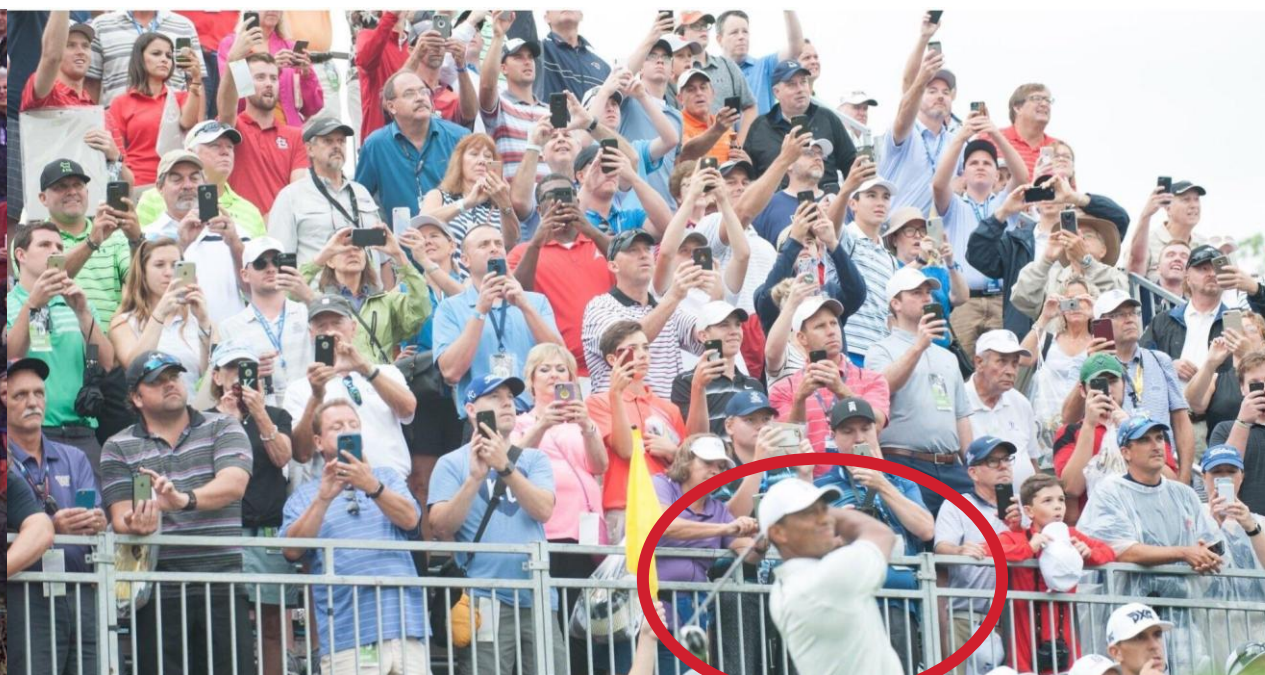
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"Data is
the new oil.
It's valuable, but
if unrefined it cannot
really be used. It has
to be changed into gas,
plastic, or chemicals to
create a valuable entity that
drives profitable activity; so
must data be broken down,
analyzed for it to have value."

- Clive Humby









Fitness tech market map

WEARABLES & SMART CLOTHING



FITNESS SOFTWARE



ON-DEMAND & SUBSCRIPTIONS



COMMUNITY, CONTENT & REWARDS



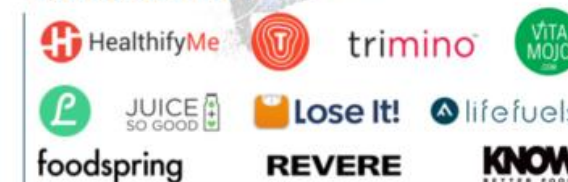
3D BODY SCANNING



GENOMICS



NUTRITION & WEIGHT MANAGEMENT



APPAREL BRANDS



EQUIPMENT



ENTERPRISE FITNESS



CBINSIGHTS

宽跑



多元化器械，人性化分区
家门口运动，便捷又省时

CBINSIGHTS



DNAFit

125 Bpm

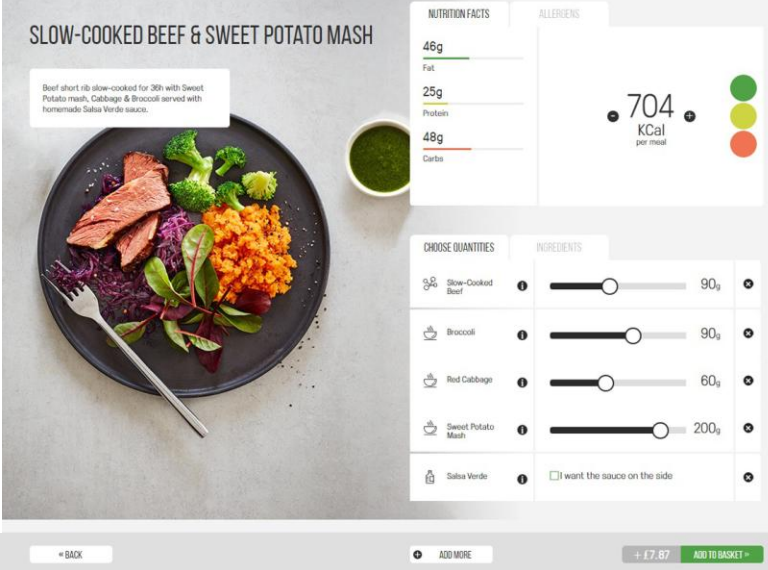
584 kal

VITA MOJO

WHAT YOUR
DNAFit®
TEST WILL REVEAL



CBINSIGHTS



SLOW-COOKED BEEF & SWEET POTATO MASH

Beef short rib slow-cooked for 36h with Sweet Potato mash, Cabbage & Broccoli served with homemade Salsa Verde sauce.

NUTRITION FACTS

46g Fat
25g Protein
48g Carbs

ALLERGENS

704 KCal per meal

CHOOSE QUANTITIES

Slow-Cooked Beef
Broccoli
Red Cabbage
Sweet Potato Mash
Salsa Verde

INGREDIENTS

90g
90g
60g
200g
I want the sauce on the side

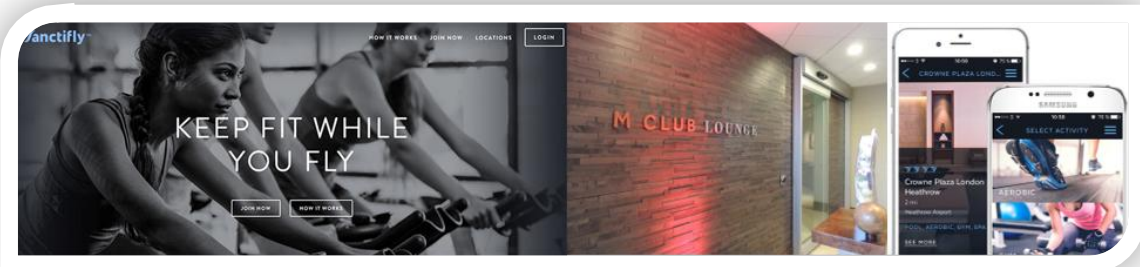
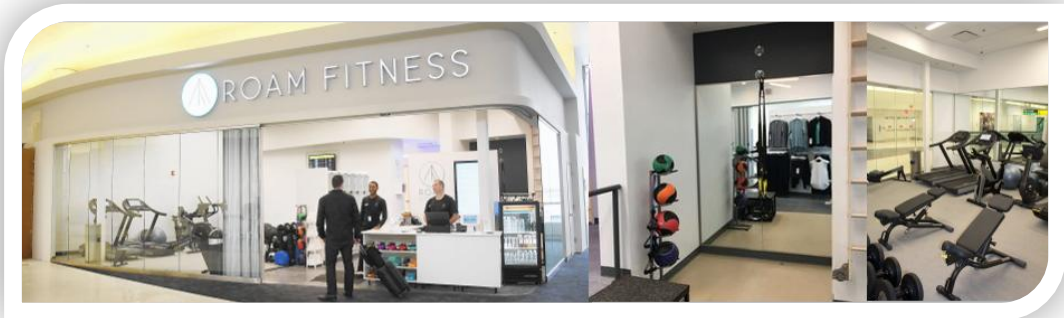
BACK

ADD MORE

+ 17.87

ADD TO BASKET

LifeFitness



From smart bras... ..to leggings

 Disclosed funding: \$50K	 Disclosed funding: \$24.5M	 Disclosed funding: \$16.3M	 Disclosed funding: N/A
 Disclosed funding: \$30K	 Disclosed funding: N/A		

CBINSIGHTS

AI is personalizing fitness coaching

CARROT fit
your **judgmental** fitness overlord



Disclosed Funding: N/A

Select Investors:
N/A

BOLTT



Disclosed Funding: \$1M

Select Investors:
Undisclosed Angel
Investors

MOOV™



Disclosed Funding: \$15M

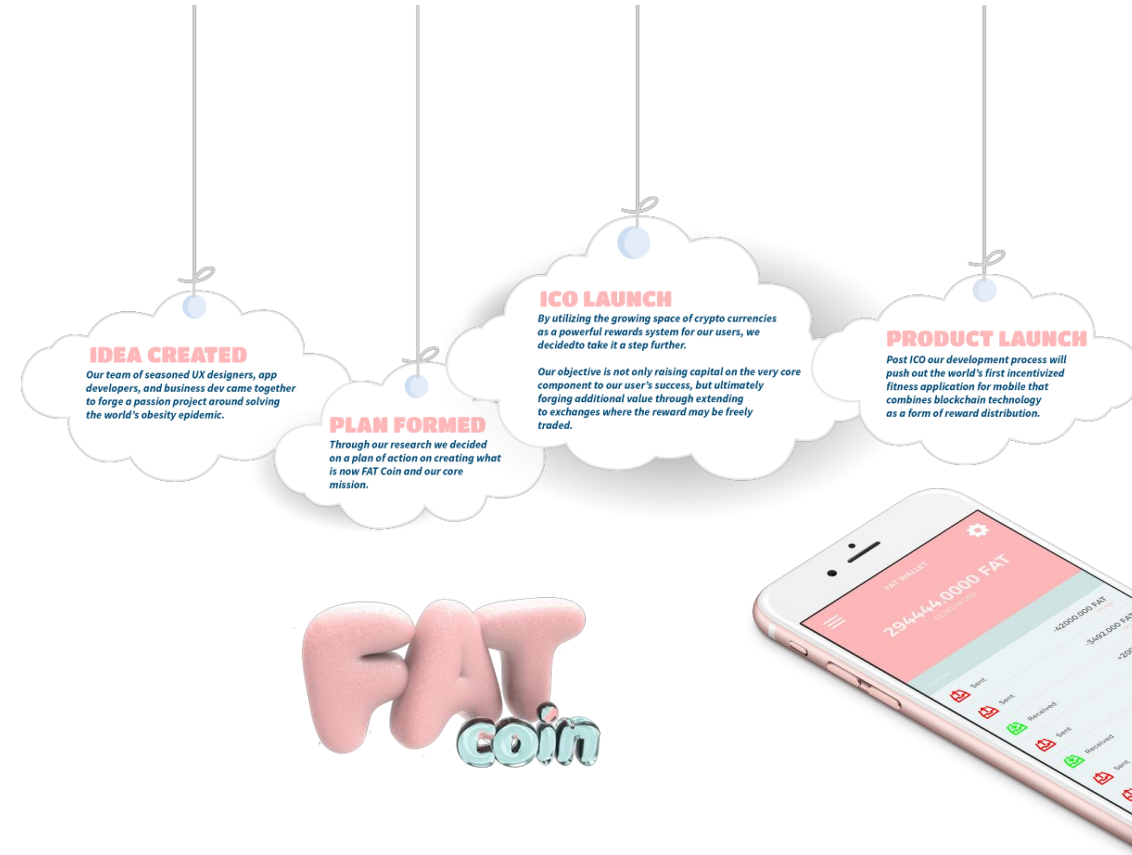
Select Investors: BOE
Technology Group,
Mangrove Capital
Partners, Banyan Capital

LifeBEAM VI



Disclosed Funding: \$18.7M

Select Investors:
Atomic 14 Ventures, Cerca
Partners, TriVentures



LA DIFERENCIACIÓN ESTÁ CADA VEZ MENOS EN LOS PRODUCTOS Y CADA VEZ MÁS EN LA MEJORA DE SERVICIOS Y EXPERIENCIAS

Con casi nulas barreras de entrada para que la competencia copie tus producto, se proporcionan experiencias y servicios para ser sexys



Casper Sorensen • 3rd

Director, Customer Experience at Amazon

Greater Seattle Area

InMail

...



Amazon



Duke University - The
Fuqua School of Business



See contact info



500+ connections

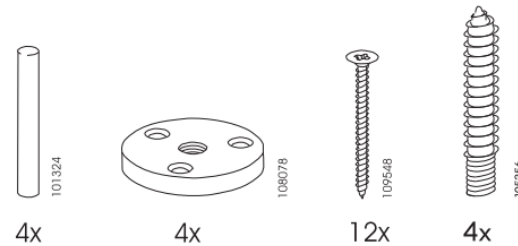
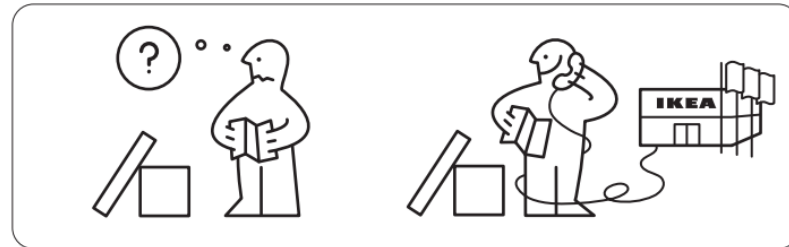
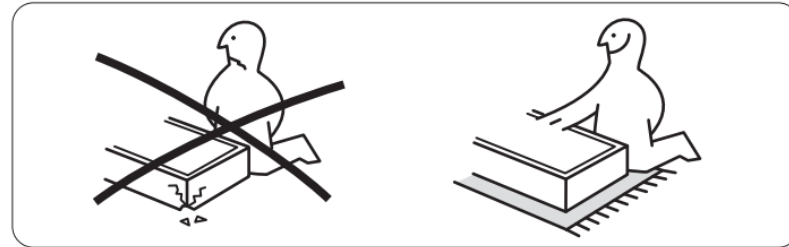
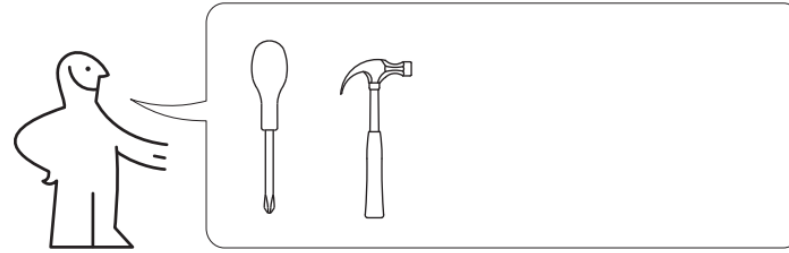
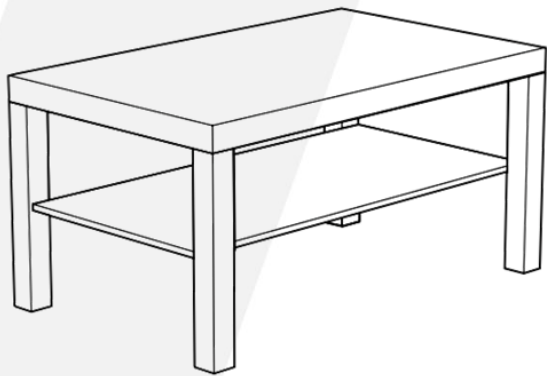
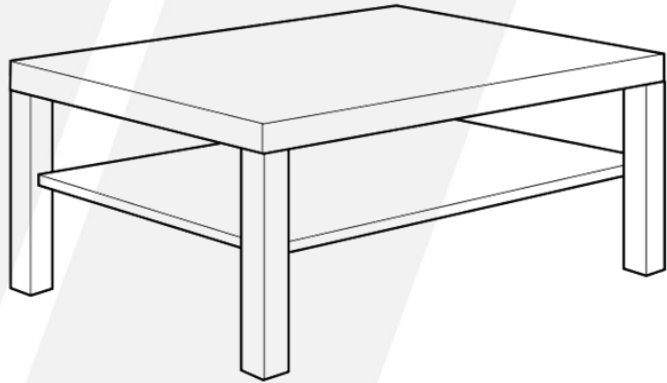
Highly successful transformational executive with substantial international senior management experience leading through change and solving complex business problems.

Proven record of starting and managing international operations, establishing offshore-shared services centers, and turning strategy and planning into tangible P&L benefits. Known for building and managing high performing international and cross-functional teams that consistently exceed stakeholder expectations.

Keywords:

Business Process Outsourcing
Establishing Captive Shared Services Centers in the Philippines
Offshore Shared Services Centers
Third Party Management
General Management
Customer Experience

LACK



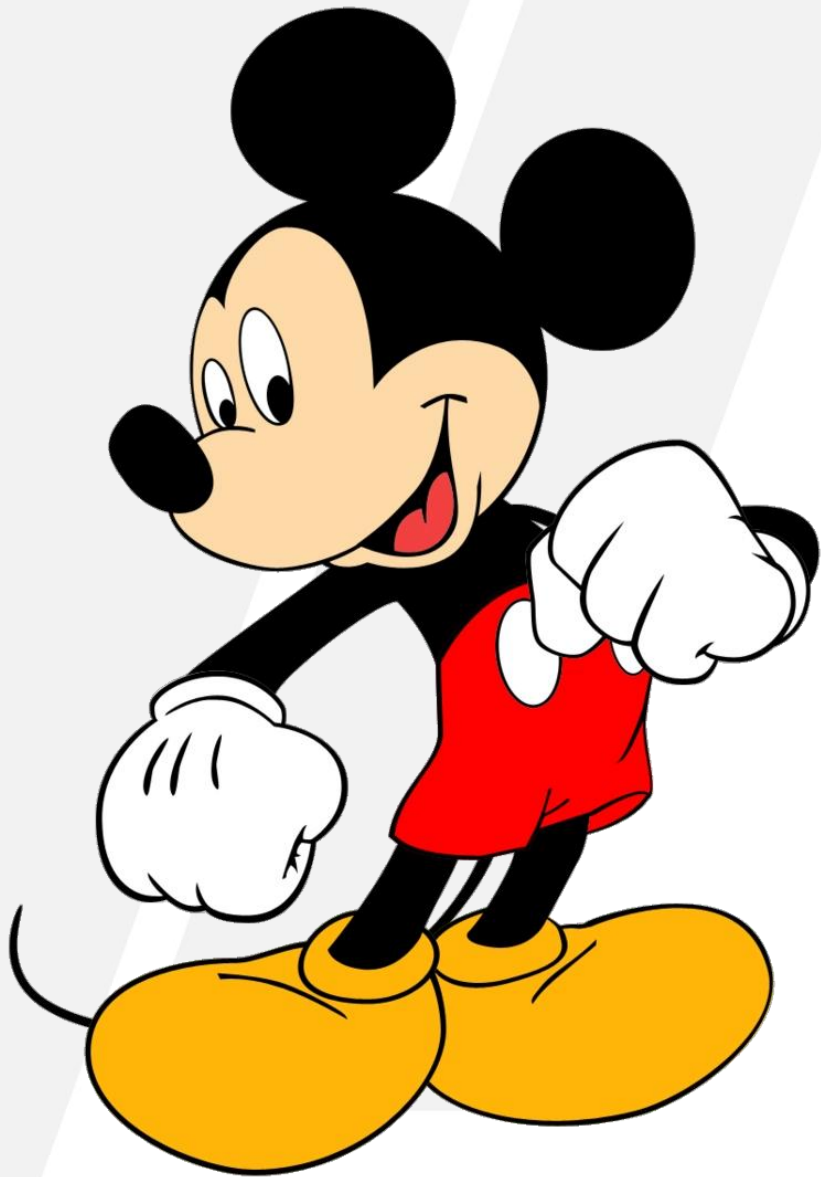
A vibrant photograph of Cinderella Castle at Walt Disney World. The castle, with its iconic blue-roofed spires and white stone walls, stands majestically against a clear blue sky. In the foreground, a large, colorful crowd of visitors is gathered, many holding up cameras to capture the moment. A parade float, featuring characters in elaborate costumes, is visible in front of the castle. The overall atmosphere is one of magical celebration.

WALT DISNEY World

Where The Magic Begins



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4 Fuerzas que generan complejidad en la transformación digital

- Retos de Visión
- Retos de Organización
- Retos Operativos
- Retos Tecnológicos



...tienes que empezar primero con la experiencia que quieres dar, y luego trabajar hacia atrás con la tecnología....

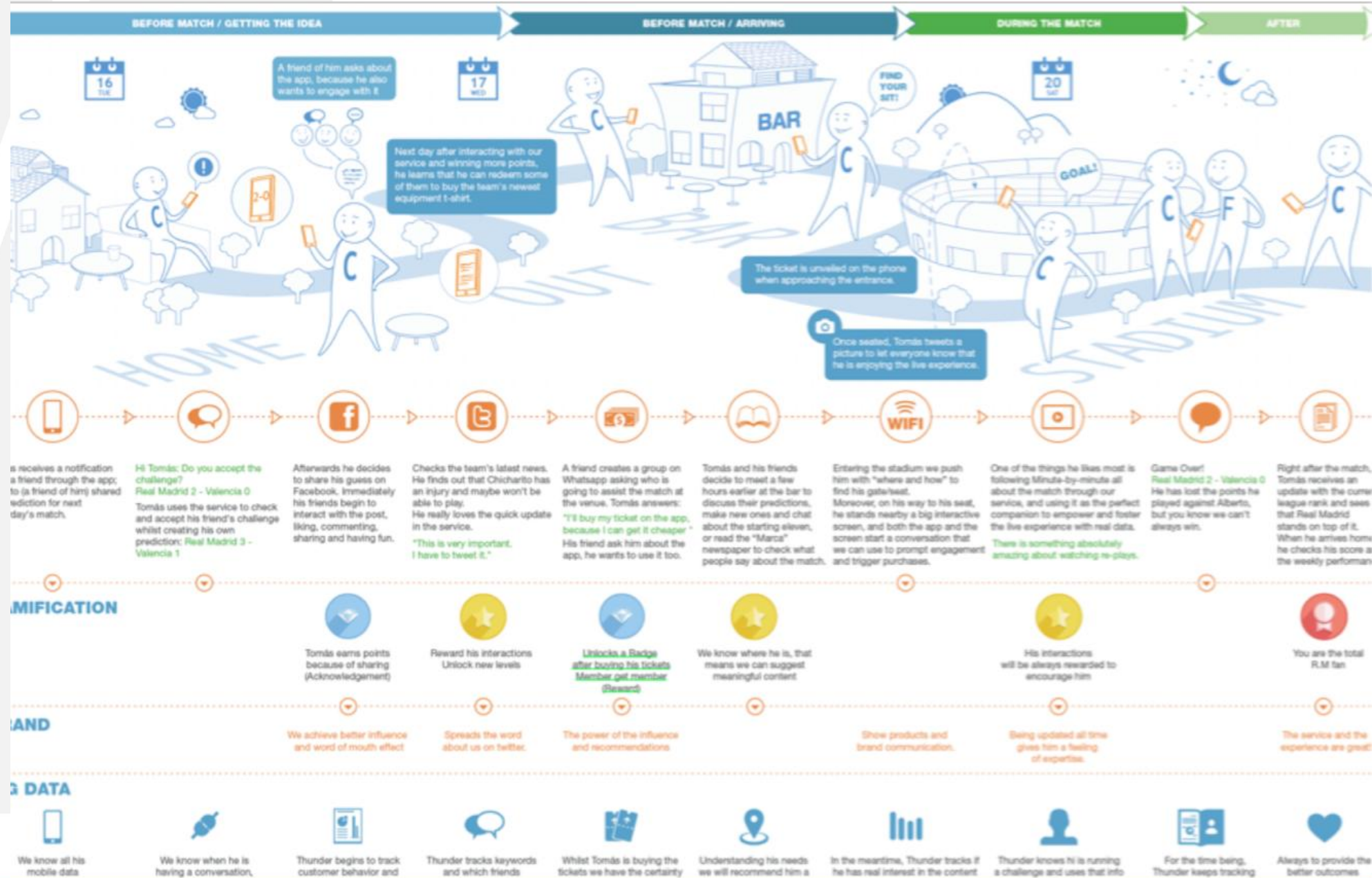
La tecnología hace gran parte de la experiencia del cliente, pero la definición de la experiencia ha de venir primero.



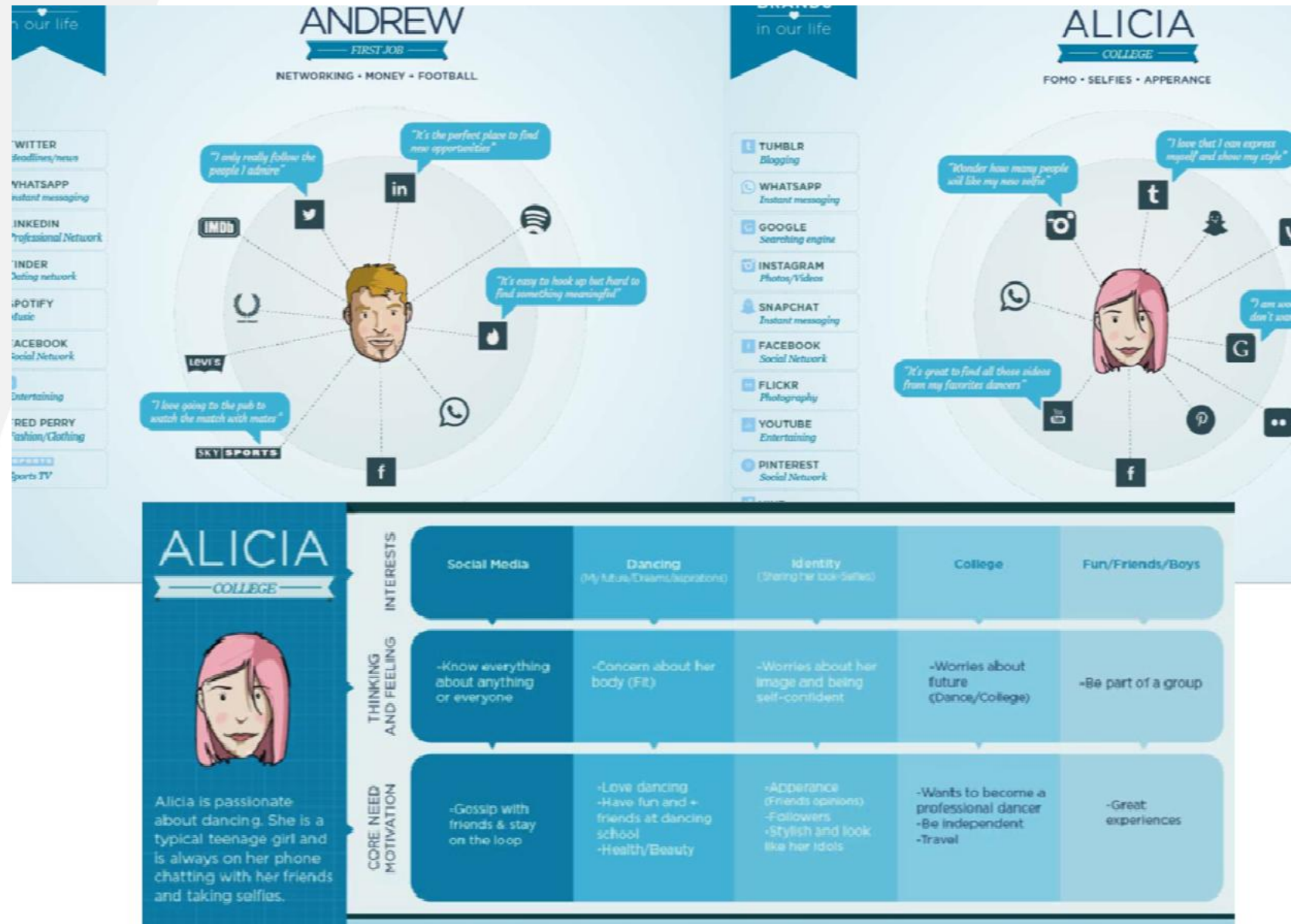
Customer experience primero, tecnología segundo.

...tienes que empezar primero con la experiencia que quieres dar, y luego trabajar hacia atrás con la tecnología....

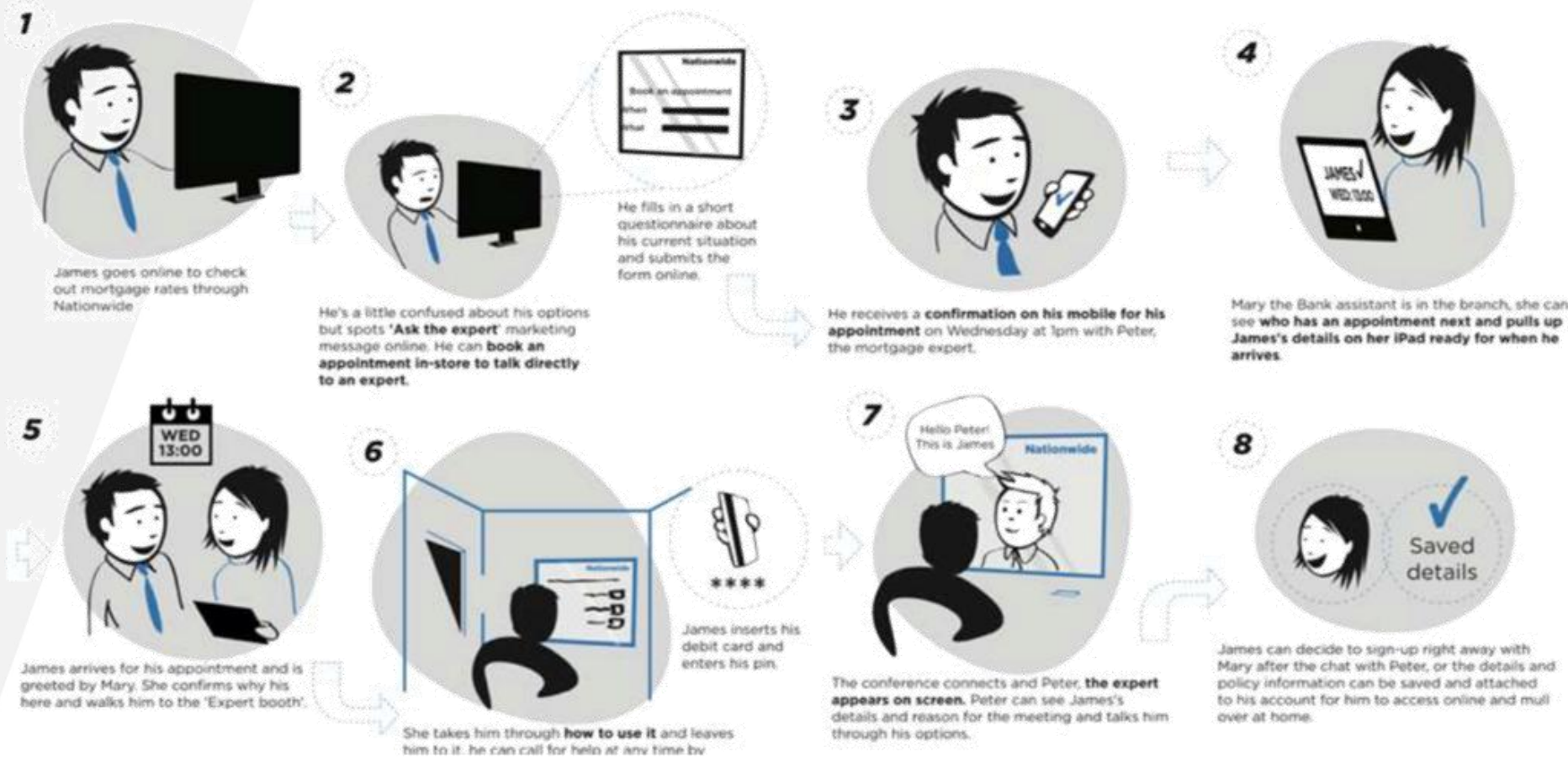
0. Ponte en los zapatos del cliente



1. Personas



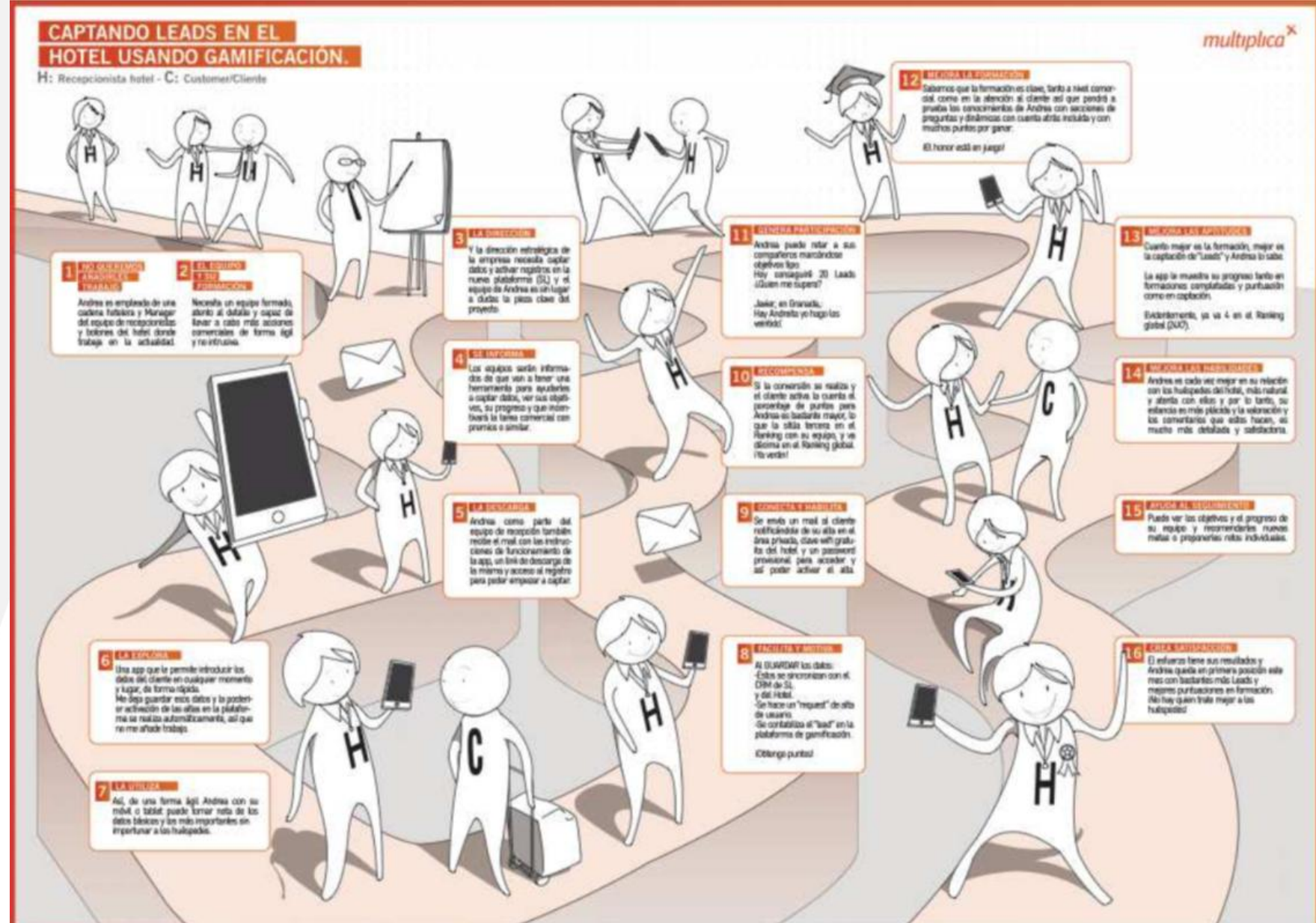
2. Sus Contextos



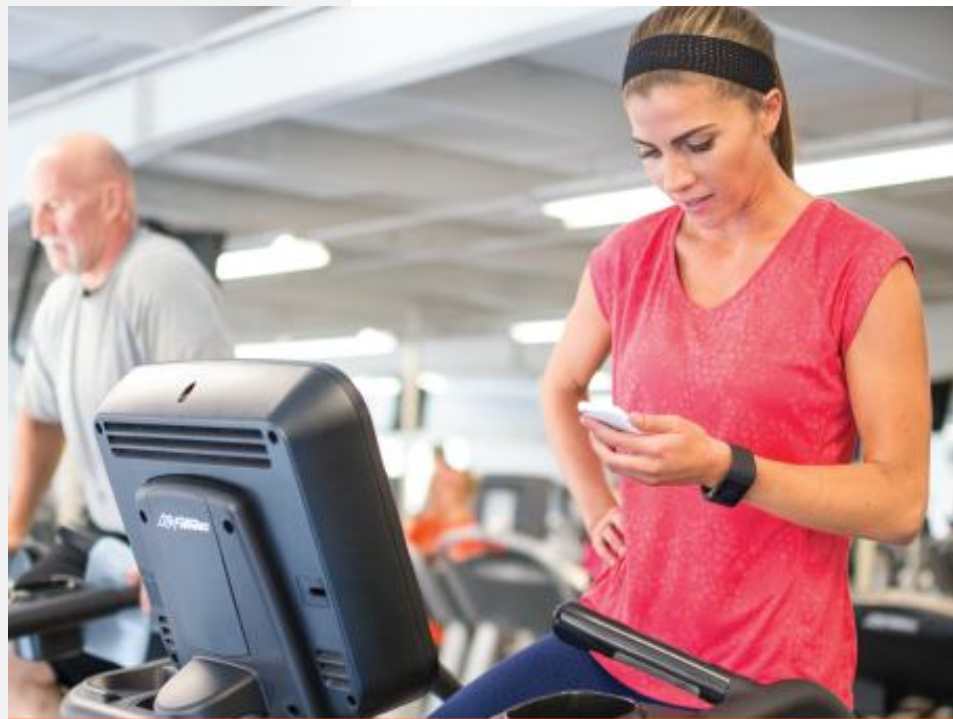
3. Los Momentos

STAGES	RESEARCH	BOOK APPOINTMENT	ARRIVE AND CHECK IN	WAIT DURING SERVICING	CHECK OUT	FOLLOW-UP
DOING						
THINKING	- How much will this cost? - What's near me? - How can I contact them? - Why Green Garage?	- Are they flexible? Can I just show up? - What's the fastest way to book an appointment? - Can I cancel or reschedule? How?	- Is it easy to find and get there? - Where do I park? - Will it be done on time? How will I know? - How long will the wait be? - How much will this cost?	- What can I do while I wait? - Would I rather wait here or come back later? - Can I watch what they are doing to my car? - How is my service eco-friendly?	- Will a mechanic tell me exactly did they did? - Will I understand what s/he is telling me? - What is the cost breakdown? - Are there other tips for maintaining my car?	- Where is my car? Is it in the same spot? - When will I need to bring my car in again? - What requires mechanic, and what can I do on my own?
FEELING	- Apprehensive - Don't want to spend a lot. - Annoyed - Car trouble is inconvenient. - Clueless - I'm clueless about cars. - Skeptical - Will this really help the planet?	- Frustrated - don't want to jump through so many hoops just to get an appointment. - Hopafull - I hope I got the time I want - Relieved - now that the appointment is set	- Anxious - If I'm late, will they still take me? - Uncertain - Am I in the right place? This looks different than other auto shops. - Annoyed - Car trouble is inconvenient, but it has to get done.	- Surprised - It's spacious and comfortable. - Bored - No magazines/TV? But there's WiFi. - Skeptical - Is all this green stuff for real? - Impatient - how much longer will this take?	- Relieved - It's finally done! - Relieved - The cost is as expected. - Disappointed - Didn't meet my mechanic? - Clueless - Don't understand what they did.	- Hopafull - Will my car run better? - Optimistic - Does my car feel any different? - Cautious - Are they going to spam my inbox?
CUSTOMER EXPERIENCE	There's lots of competition so knowing who to trust is important. - Site is overwhelming and hard to navigate - Broken links - Outdated info	Appointments can be booked by phone or online but it's tedious either way. - Online form asks for a lot of information - Large credit car image at the top is alarming - Online booking still requires email and phone. - Friendly attendant on the phone, but have to go through automated voice first.	Check-in is fast and friendly but it doesn't feel like the car is getting hugged. - No acknowledgement of first time customer - Phone ringing constantly and loudly - Customer not informed that check-up is included with oil change, until he asked.	Waiting area is more comfy than most but reading product and green facts gets old fast. - Artifacts are not relevant to my service - No indication of my estimated completion - No entertainment - No acknowledgement from staff	Checkout is fast and painless but it doesn't inspire a huge desire to return. - Knowledge and passion only came after prompting. - No clear breakdown of what was done, how it saves money, or the planet - No reason to stay connected between visits	GG is on social networks but there's no reason to stay connected between visits. - Need better reminder than a sticker - Email receipt is a dead end. - Nothing to share or connect with my newly green-tuned car
OPPORTUNITIES	- De-clutter the website - Concise messaging - straight forward navigation.	- Streamline appointment form and process - Customer profiles so repeat appointments are easier to set - Use phone for gathering additional details: -> Is visit required? -> What is going on with the car?	- Display signage for parking. - Identify if customer is new or returning (for support). - Acknowledge green thinking in conversation. - Provide a menu of services with prices. - Acknowledge both local amenities. Maps would be helpful.	- Provide status updates. - Simplify the display of the artifacts. - More staff interaction. It's good to hear from staff who are passionate about sustainability. - Space is too open - differentiate between public and private spaces.	- Give highlights and direct them to their profile for more details about what was done - Empower customers to visit the site to increase their mileage. - Show price comparisons for different parts: GG vs. average auto shop.	- In the car service documentation, include diagrams and user friendly terms. - Follow-up and build a relationship: how customer helped the environment with Green Garage, tips for the car, reminders, and invitations to special events. - Customer profile for long-term relationship, and record keeping, and easier appointments

4. Las Acciones



- El socio haga satisfactoriamente aquello que pretende
- Conseguir que la experiencia en relación al servicio y producto sea coherente y competentes.
- Conocernos, saber las limitaciones y poder prevenir posibles fallos



PROSPERAR EN LA ERA DEL FITNESS DIGITAL

Un poco de claridad en tiempos confusos. Un marco estratégico para los operadores de salas de fitness.

PARTE 1 - DEFINICIÓN DE TECNOLOGÍAS DIGITALES E IMPACTO DIGITAL
LEON RUDGE

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Tecnología es la herramienta

- Para diferenciarnos...
- Para crear experiencias...
- Para competir...
- Para fidelizar...
- ...

Tecnología como herramienta

- Para diferenciarnos...si sabemos quienes somos y que queremos ser
- Para crear experiencias...si las tenemos definidas
- Para competir...si tenemos el plan de ataque
- Para fidelizar... si conocemos a nuestro cliente

Tecnología como herramienta para el WOW

- Be original – ¡Diferénciate!
- Be unusual – ¡Sal del loop!
- Be unique – ¡Tus socios lo son!
- Los presupuestos no tienen porque ser enormes, sé creativo y crea cosas que capturen la imaginación





THANK YOU
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