oosto

A Return to Gyms and Fitness Centers

Creating an environment of safety and trust

Commercial gyms and fitness centers are constantly looking for innovative ways to improve their members' experience. This robust and fragmented industry offers market players of all sizes ample opportunities to compete - if they are committed to adopting new tools and capabilities required to keep and grow their customer base.

With the onset of COVID-19, gyms are faced with a whole new set of challenges: They must win back customers and employees by adopting technologies, policies, and safety measures that create an environment of safety and trust, without intrusive requirements that degrade experience.
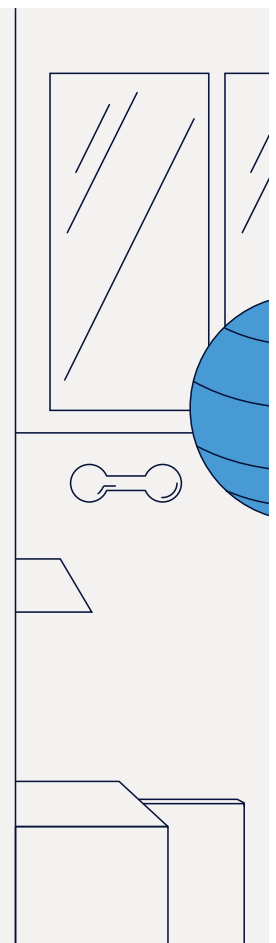
"Customer experience is the next competitive battleground. It's where business is going to be won or lost."

- Tom Knighton

Success Story

A major fitness center chain in Europe is using Oosto technology to provide **touch-free access and automated entry screening for all of their locations, improving their ability to attract new members** by providing state-of-the-art, personalized experiences within their gyms - without requiring an overhaul of their existing infrastructure.

Oosto works with major fitness clubs to deploy cutting-edge technologies that both improve customer experience, and keep members and staff safe:

Touchless Access Control

These upgrades are apparent as soon as a customer comes in the door. They can simply walk in - without having to remove their mask, or present their ID or badge - and be granted access to specific areas within the gym based on their customized level of access.

Besides creating an incredible experience and reducing health risks associated with surface contact, this capability also eliminates badge-sharing. No longer can siblings or friends use a member's credentials to enter the gym or gain unauthorized access to valuable classes or services within the premises.

Watchlist Alerting

Oosto's identity alerting solution adds another layer of safety and experience to the fitness environment by enabling gyms and clubs to keep a watchlist of individuals and alert when someone on that list is entering the premises.
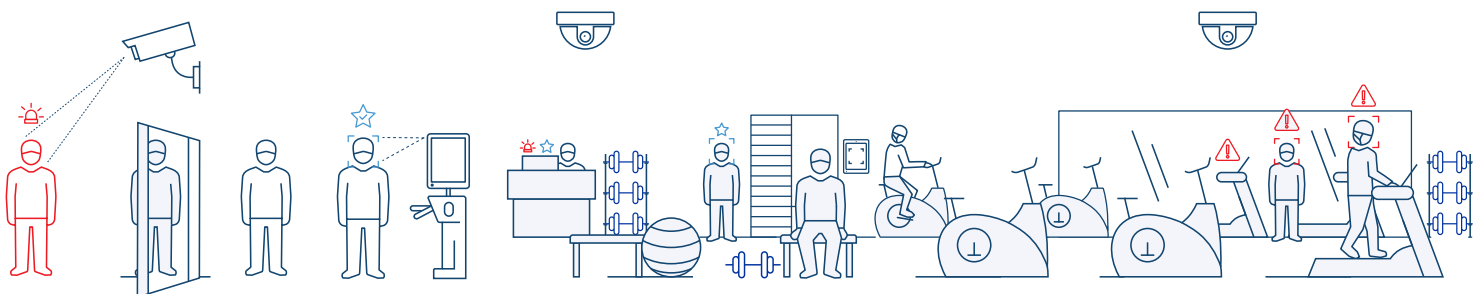
This capability is used in two ways: To deter former members and employees - including anyone who's had a history of violence - from coming to the gym, or to offer enhanced guest experiences to VIP members.

Contact Tracing

Oosto's Watchlist Alerting solution also enables instant and effective contact-tracing.

If a member tests positive for COVID-19, operators can search backwards to identify anyone who was exercising at the same time, and further filter by whomever interacted with that member, or used the specific machines and equipment for a predetermined time after the COVID-positive individual.

These features help organizations increase the safety at each site, and ease customer concerns about returning to the facilities.

When it comes to commercial gyms and fitness centers, customer experience upgrades can no longer be focused on cursory or aesthetically pleasing enhancements.

In these times, **adoption of state-of-the-art tools that have a real impact on safety and how spaces are experienced is paramount** in regaining organizational footing and continuing to grow membership beyond pre-COVID metrics.

About Oosto

Oosto is the world's leading developer of visual AI platforms, helping Tier 1 brands across the globe create trusted, seamless experiences for their customers and employees. Our solutions are built to function on any sensor, with any resolution and are proven to operate in real-time and real-world scenarios. We bring together the best and brightest minds in AI, deep learning and computer vision to make the world a safer, more intuitive and more connected place.

For more information, please contact us at: **info@oosto.com**   oosto