

Reasons why gyms fail to produce results and retain members

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Many people join gyms with a genuine intention to visit regularly and train hard in order to fulfil the dream of a fitter and healthier body. Why then should it be that only approximately 30% of gym members actually adhere to their programs and visit their gym regularly? Several reasons are apparent as to why gyms fail to produce desired results and retain their members.

There are many reasons for this low retention rate, however research has shown it is often a direct result of poor customer service. BodyTech in America, and now BodyTech Fitness and Spa in Auckland, has tried to address some of these issues through a focus on the wants and needs of members, in order to provide a facility which fulfils their expectations.

Educating members for maximum efficiency and safety

Many gyms do not educate their members on the correct strength training techniques, whether they are specific exercises, or factors such as what the speed of movement should be. The one-session introductory that most gyms use to introduce members to a facility, can leave a member (especially a novice) with many queries. Often the member feels a degree of embarrassment if a technique is forgotten after that first demonstration and they need to ask for help. An exercise technique performed incorrectly can increase the degree of stress on a joint or muscle causing greater risk of injury, or provide insufficient isolation of a target muscle which can hamper strength development. At BodyTech we believe that through teaching and progressively educating our members on the correct strength training techniques, along with scientifically designed equipment, we encourage a training environment in which results are achieved

efficiently and safely. Time is spent with the member during their initial workouts to name the target muscle for each exercise, the function of the muscle, and the correct body posture for isolating that muscle. Much emphasis is placed on the speed of movement to ensure maximum safety and to eliminate factors that may account for movement of the weight other than muscle contraction, for example momentum. The progressive card system allows beginners to be identified, as they generally require a greater amount of instruction than those who are on the more advanced cards.

Accurate records of each members progress

Accurate records of progress must be kept for each member. This not only provides a reference for subtle strength improvement but can indicate plateaux or declines associated with under and/or over training. Progress records must remain accurate and be updated at every session to be a useful tool. At BodyTech we solve this problem for those who train on the MedX equipment, by making the supervising instructors responsible for recording the number of repetitions a member performs on each machine, and immediately adjusting the weight (if necessary) for the next session. This allows consistency in recording a member's progress and effectively assures progressive strength development.

Fully supervised workouts

Lack of personal attention or guidance in many gyms can be discouraging to novice gym-goers. Many members are expected to pay the cost of a personal trainer to get the personal attention, motivation or education they need to train efficiently. BodyTech is unique in that it has set aside a strength and conditioning program using top of the line equipment and ensuring it is fully supervised by highly qualified instructors at all times. With this we can offer supervised strength and conditioning training for those who are unaccustomed to this style of exercise and further educate and motivate those who are 'old hands'.

Knowledgeable and consistent instructors

Too many gyms employ staff that lack sufficient experience or knowledge to provide the education members need to obtain optimal results. Members often receive conflicting messages from instructors about their training routines. This inconsistency in information can be disheartening to the member, and many questions can arise. Consistency in the information given to members is both reassuring and effective in relaying the message of how to train. BodyTech has an ongoing, in-depth staff training and development program to ensure all employees have consistency in their methods of training.

By addressing these issues, BodyTech is able to provide a service that exceeds the member's expectation. That way you get the results you want, and the motivation to adhere to the never-ending journey of health and fitness.