



FOR GYMS · STUDIOS · OPERATORS

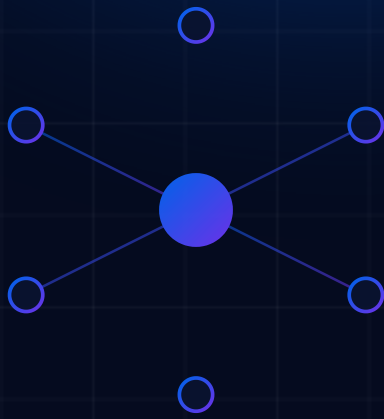


# One platform. Everything connected.

The all-in-one platform to run memberships, marketing, sales and operations — built for fitness businesses, powered by AI.

[Book a Demo →](#)

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## THE PROBLEM

# Fitness businesses run on **disconnected systems.**

Most gyms and studios still stitch their operation together from tools that were never meant to talk to each other.



Spreadsheets



WhatsApp



Email threads



Booking app



Disconnected CRM



Paper records



**When systems don't talk to each other, the business pays for it.**

Information gets lost · admin piles up · members are let down · and managers lose visibility across sites.

THE SOLUTION

# GymAxisAI brings everything together.

One intelligent platform connecting the key parts of your fitness business — a single source of truth for the whole operation.



YOUR FOUR CORE MODULES

# Everything your fitness business needs, in one place.



## CRM

Every lead, customer and conversation in one connected view.



## Operations

Equipment, faults, check sheets and daily tasks under control.



## Memberships

Members, classes, payments and renewals — all connected.



## Marketing

All campaigns powered by your real member & lead data.

PLUS EVERYTHING THAT TIES IT TOGETHER

Reporting & insights

Staffing & rotas

Contracts & renewals

CAPEX planning

Accident & RIDDOR reports

Member app

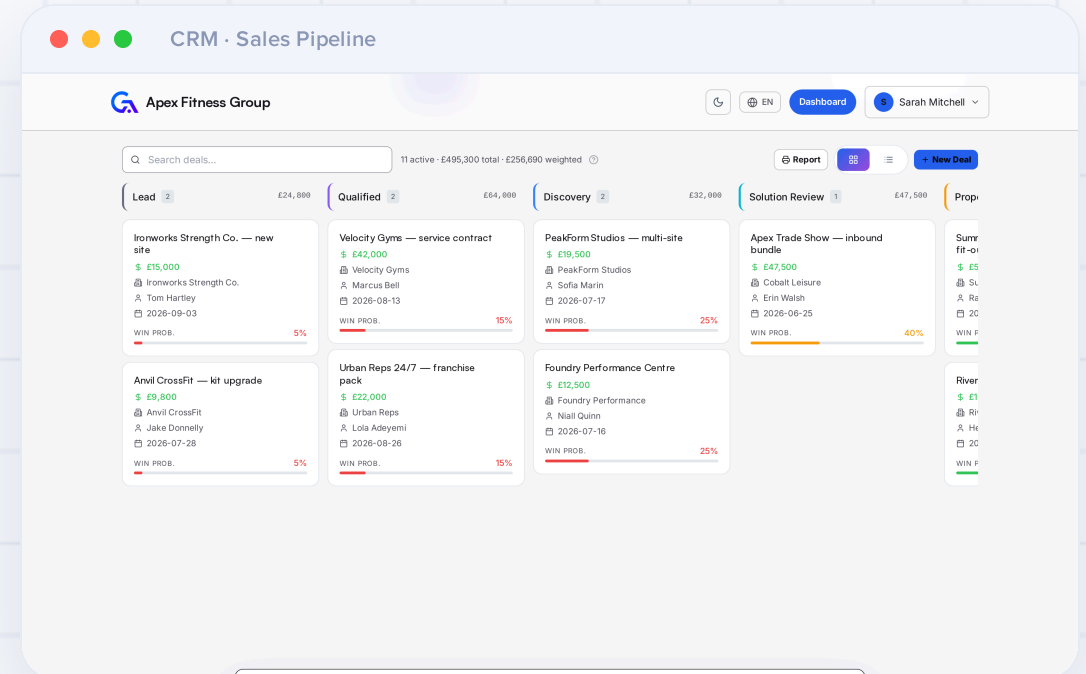
## MODULE 1 · CRM

# Know every lead. Every customer. Every conversation.

- ✓ Companies & contacts
- ✓ Sales pipeline
- ✓ Tasks & follow-ups
- ✓ Stakeholder mapping
- ✓ Lead tracking
- ✓ Quotes & tenders
- ✓ 360° customer view
- ✓ Communication history

### KEY BENEFIT

No more lost leads, duplicated data or disconnected customer records.



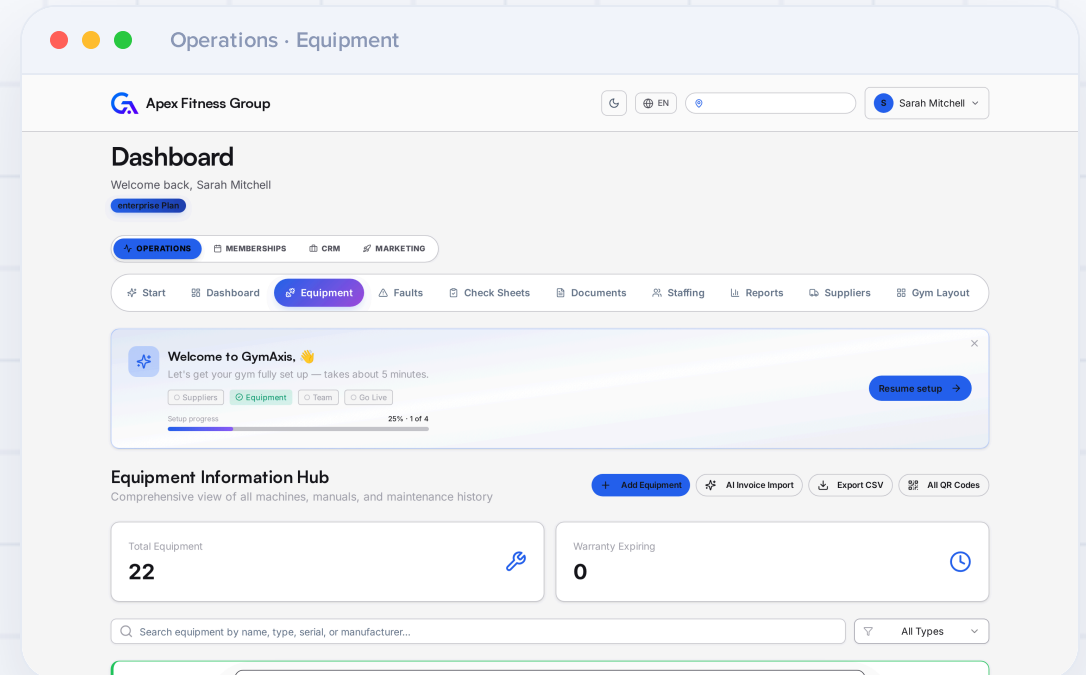
## MODULE 2 · OPERATIONS

# Run your sites and spot issues early.

- ✓ Equipment register
- ✓ Fault logging
- ✓ Daily & weekly tasks
- ✓ Multi-site visibility
- ✓ Digital check sheets
- ✓ Recurring fault tracking
- ✓ Risk indicators
- ✓ Maintenance history

### KEY MESSAGE

Spot equipment issues before they become out-of-order signs.



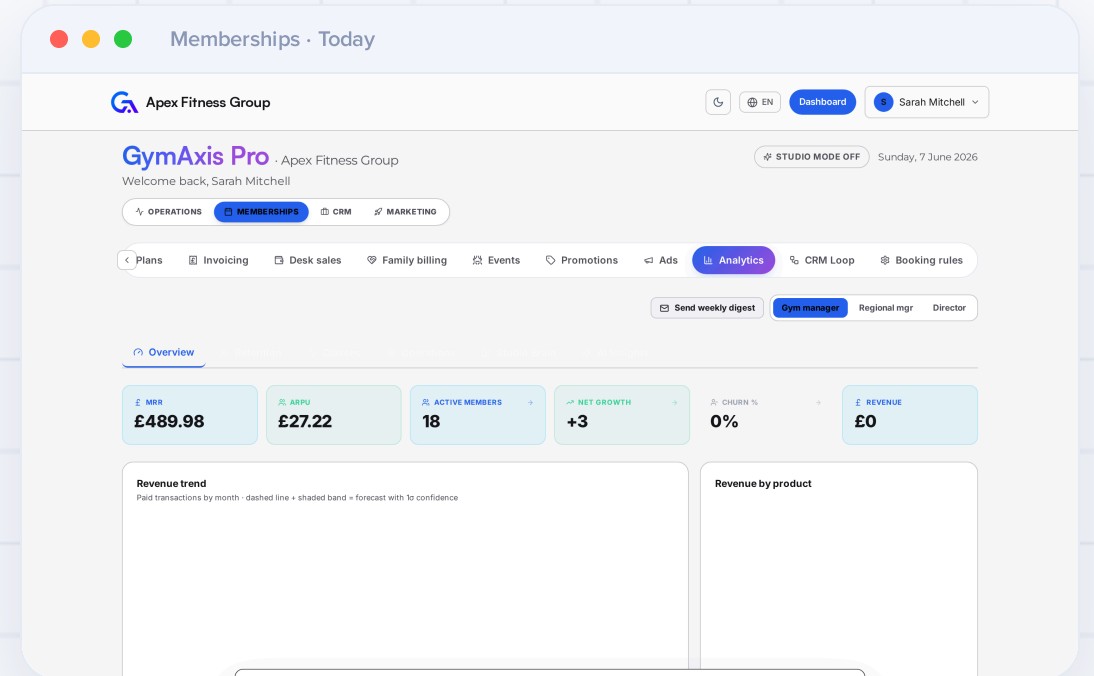
## MODULE 3 · MEMBERSHIPS

# Members, bookings and payments — connected to the business.

- ✓ Member records
- ✓ Payments & renewals
- ✓ Attendance visibility
- ✓ Studio & gym workflows
- ✓ Class bookings
- ✓ Member communication
- ✓ Retention insights
- ✓ Member app

### KEY BENEFIT

Memberships aren't isolated — they connect into CRM, marketing, reporting and operations.



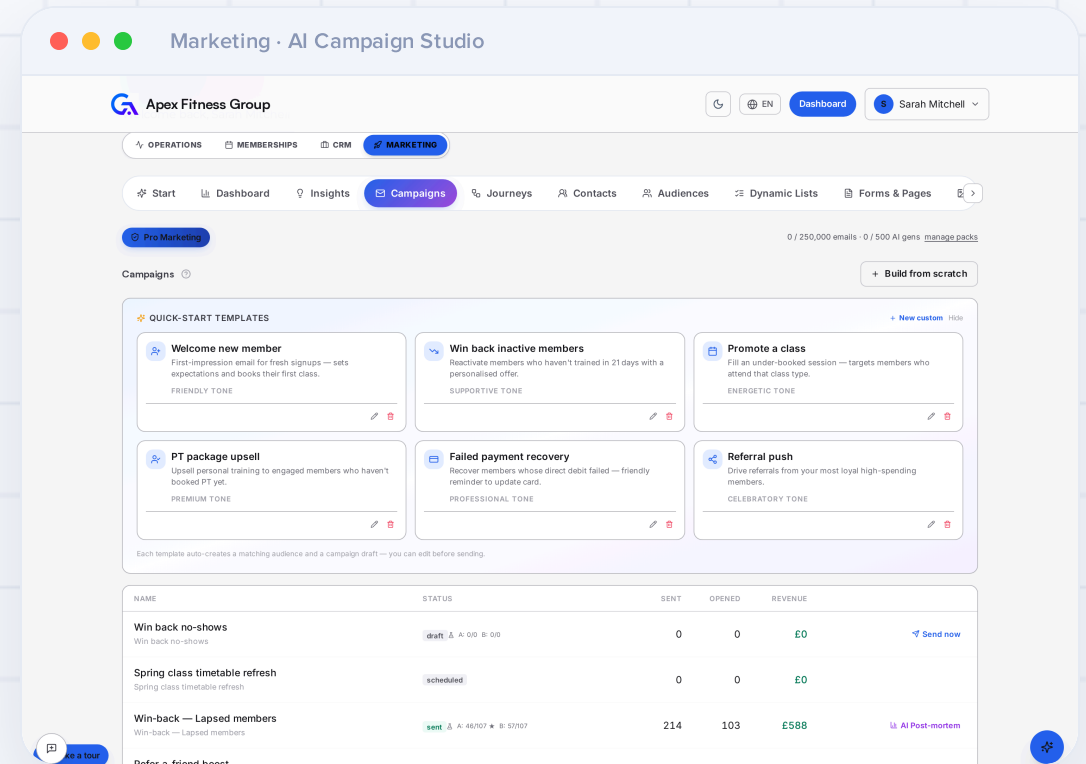
MODULE 4 · MARKETING

# Smarter campaigns powered by real business data.

- ✓ AI email content
- ✓ Social scheduling
- ✓ Follow-up automation
- ✓ Creative studio
- ✓ Campaign planning
- ✓ Customer segmentation
- ✓ Behaviour insights
- ✓ Campaign reporting

## KEY BENEFIT

Marketing becomes more targeted, more relevant and easier to manage.



# One view of the business.



GymAxisAI gives managers visibility across the whole business — every report pulling from the same connected data.

- Revenue
- Memberships
- Leads
- Sales pipeline
- Retention
- Class attendance
- Equipment faults
- Staffing
- Marketing performance

### KEY MESSAGE

Better decisions come from connected data.

## STAFFING

# Keep teams organised — without the back-and-forth.

Everyone knows what to do, and when — across every site and shift.



### Rotas

Plan shifts across sites and teams.



### Tasks

Assign, track and complete daily work.



### Team updates

Share announcements in one place.



### Staff records

Profiles, roles and permissions.



### Training reminders

Keep certifications up to date.



### Absence visibility

See who's in, off or on leave.



### Manager dashboards

Visibility across the whole team.



### Task completion

Know what's done across sites.

### KEY BENEFIT

Everyone knows what they need to do, when they need to do it.

# Protect the business and plan ahead.



## Contracts

- ✓ Service contracts
- ✓ Cover levels
- ✓ Renewal tracking



## CAPEX Planning

- ✓ CAPEX reporting
- ✓ Asset replacement planning
- ✓ Investment forecasting



## Compliance

- ✓ Accident reports
- ✓ RIDDOR reports
- ✓ Full audit trail

### KEY MESSAGE

Protect the business, plan investment and maintain professional records.

BUILT FOR

# One site, multi-site and enterprise.



## Independent Gyms

- ✓ Simple management
- ✓ Clear visibility
- ✓ Less admin



## Studios

- ✓ Memberships
- ✓ Classes & comms
- ✓ Staffing



## Multi-site Operators

- ✓ Sites & regions
- ✓ Group reporting
- ✓ Service visibility



## Enterprise Operators

- ✓ Permissions & approvals
- ✓ Audit trails
- ✓ Dashboards & compliance

### KEY MESSAGE

GymAxisAI scales with your business — from one studio to a national operator.

WHY GYMAXISAI IS DIFFERENT

# Not just another gym system.

CAPABILITY

SPREADSHEETS

BOOKING SOFTWARE

GENERIC CRM

GYMAXISAI

Members & bookings

×

✓

×

✓

CRM & sales pipeline

Partial

×

✓

✓

Equipment & operations

Partial

×

×

✓

Marketing on real member data

×

×

Partial

✓

Reporting across the business

×

Partial

Partial

✓

AI assistance throughout

×

×

Partial

✓

One source of truth

×

×

×

✓

Operations-first platform

CRM, memberships & marketing connected

AI support throughout

Built for real fitness processes

READY WHEN YOU ARE

# Ready to connect your **fitness** **business?**

GymAxisAI helps gyms and studios reduce admin, improve visibility, manage equipment, support teams and make better decisions — from one connected platform.

[Start your free trial →](#)

[Book a demo](#)

[🌐 gymaxisai.com](https://gymaxisai.com)

[✉ hello@gymaxisai.com](mailto:hello@gymaxisai.com)

**One platform. **Everything** connected.**