

SMART FOCUS

The n°1 tool for Customer Loyalty



BH FITNESS



SMART FOCUS

SmartFocus is the connectivity solution developed by BH Fitness in order to achieve the goal of a fully connected gym. It is a software that gathers and stores data in the cloud to help managers and trainers to make decisions based on true and reliable information.



MULTILAYER DESIGN

USERS

SmartFocus offers all of the navigation, multimedia and entertainment options to the gym users. With its TV connection, predefined web apps and the possibility of enjoying their personal multimedia content in its 4k touchscreen, it is the perfect customer loyalty tool.

STAFF

Trainers and staff members would have real time access to information regarding the status and usage of the equipment, and the potential problems that could occur. This would significantly reduce the length of time needed to resolve any situation.

MANAGERS

If an operator owns more than one gym, they would receive the data displayed from a unique Central Station account. The data offers a variety of options for decision making in areas from energy efficiency to the equipment layout in order to avoid overuse.



*DISCOVER ALL THE ADVANTAGES & POSSIBILITIES OF A
100% CONNECTED GYM*



MARKETING MODULE

In addition to problem solving and reporting features, BH Fitness has developed a marketing module with a dual goal: **to enhance the club's brand positioning among members and to implement strategies for a better user experience in the gym.**



FIDELIZATION TOOLS

Logo: BH Fitness wants to help club operators increase their brand's identity and acquire a preferential place in the mind of their members.

Customized messages: Short messages and advertisements can be sent. They can enhance the club's communication with their members.

Banner: It is a rectangular-shaped banner sliding from the bottom of the screen. It can be used to offer exclusive promotions in a very visual way.

Quick access icons: When we click on "Internet", 8 predetermined shortcuts appear. The gym manager can choose these links, having their own social networks, the main local newspaper or a specific e-commerce.

FULLY CONFIGURABLE



BHFITNESS

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