



# The ABC Trainerize Solution for Alloy



# 31

YEARS IN BUSINESS

# 52

FRANCHISES SOLD

# 20

NEW GYMS IN 2022

## BACKGROUND

Alloy empowers people to run their own fitness business by providing owners with access to a tried and tested franchising system, and a team of experts to help every step of the way. So, if you're an entrepreneurial fitness enthusiast seeking a proven business model - Alloy has the perfect answer for you!

## WHY ALLOY TURNED TO TRAINERIZE:

Alloy wanted to find a way to train six clients with one trainer but make it feel like a one-on-one session. To do so, they turned to ABC Trainerize to digitize their personal training services and offer a customized solution to their members.

## THE NUMBERS:

- 2,898 OF WORKOUTS LOGGED ON
- 1 TZ ACROSS ALL LOCATIONS
- 17 OF TRAINERS USING THE TZ APP

## THE ABC TRAINERIZE IMPACT:

Once Alloy implemented the ABC Trainerize app, coaches could communicate with all of their members giving them more opportunities to scale their business and be incredibly consistent with their programming, training, and communication.

Alloy is a franchised-focused business model. By investing in personal training software like ABC Trainerize, it gives an extra 'edge' to sales pitches to interested franchise owners.

Being a 'growth-minded' company, adopting ABC Trainerize gave Alloy the opportunity to open 20 franchises at the end of 2022



*As soon as we implemented the ABC Trainerize app within our clubs, it allowed all of our coaches to communicate with all of our clients and all of our other trainers, which means we were providing a consistent customer experience—which is very difficult to do at scale and at volume, but we have been able to do that, and ABC Trainerize has been a perfect tool for that.*

– Alloy owner Rick Mayo

