



The ABC Trainerize Solution for Wisconsin Athletic Club



47

YEARS IN BUSINESS

8

LOCATIONS

#1

GYM IN MILWAUKEE

BACKGROUND

The Wisconsin Athletic Club is locally owned and operated, and takes a deep sense of pride in serving its communities. WAC's locations welcome all community members, regardless of their goals and abilities – while staff strive to live by their mission to "make a difference in people's lives".

WHY WAC TURNED TO ABC TRAINERIZE:

The company was faced with some harsh realities when the Covid-19 pandemic closed its doors. To stay connected to their member's health and fitness they needed a digital solution so they could offer virtual coaching and online training options to their clients.

THE NUMBERS:

- 17,682 WORKOUTS LOGGED
- 1,964 OF CLIENTS USING THE TZ APP
- 388 OF CLIENTS UTILIZING ONLINE PROGRAMMING

THE ABC TRAINERIZE IMPACT:

WAC launched a Virtual Live Training Program in the early months of the pandemic, enabling them to continue to make a difference in people's lives

WAC then launched an online training program, PIVOT (Personalized Interactive Online Training), which they are still utilizing as in-person training has been reintroduced.

WAC now offers more flexible options to members, while giving their trainer's a much better work-life balance.



ABC Trainerize has allowed us to expand into the virtual and online training realm, and it has been very worthwhile. It has saved me time putting together workouts for my clients and it allows me to meet with my clients no matter where they are in the world.

– Amanda Tikalsky, Head Personal Trainer (WAC)

