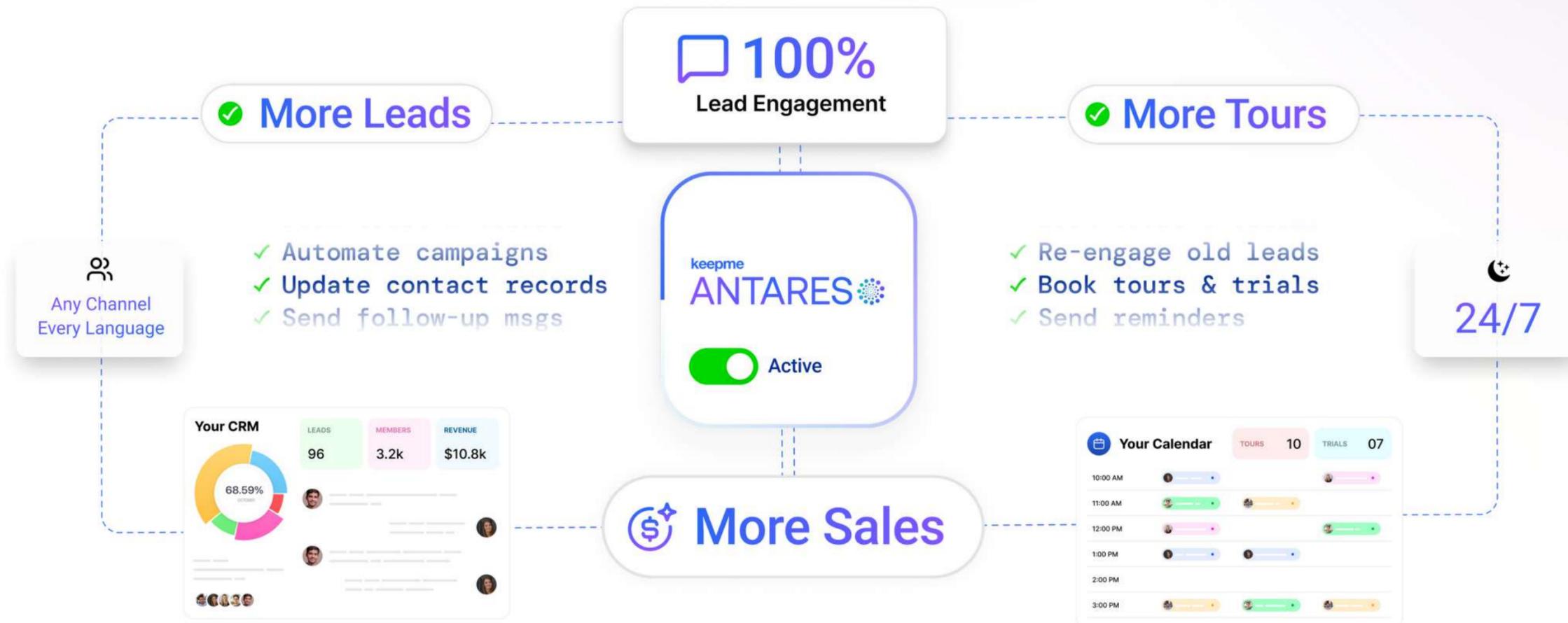


Multichannel + Multilingual + Multisite

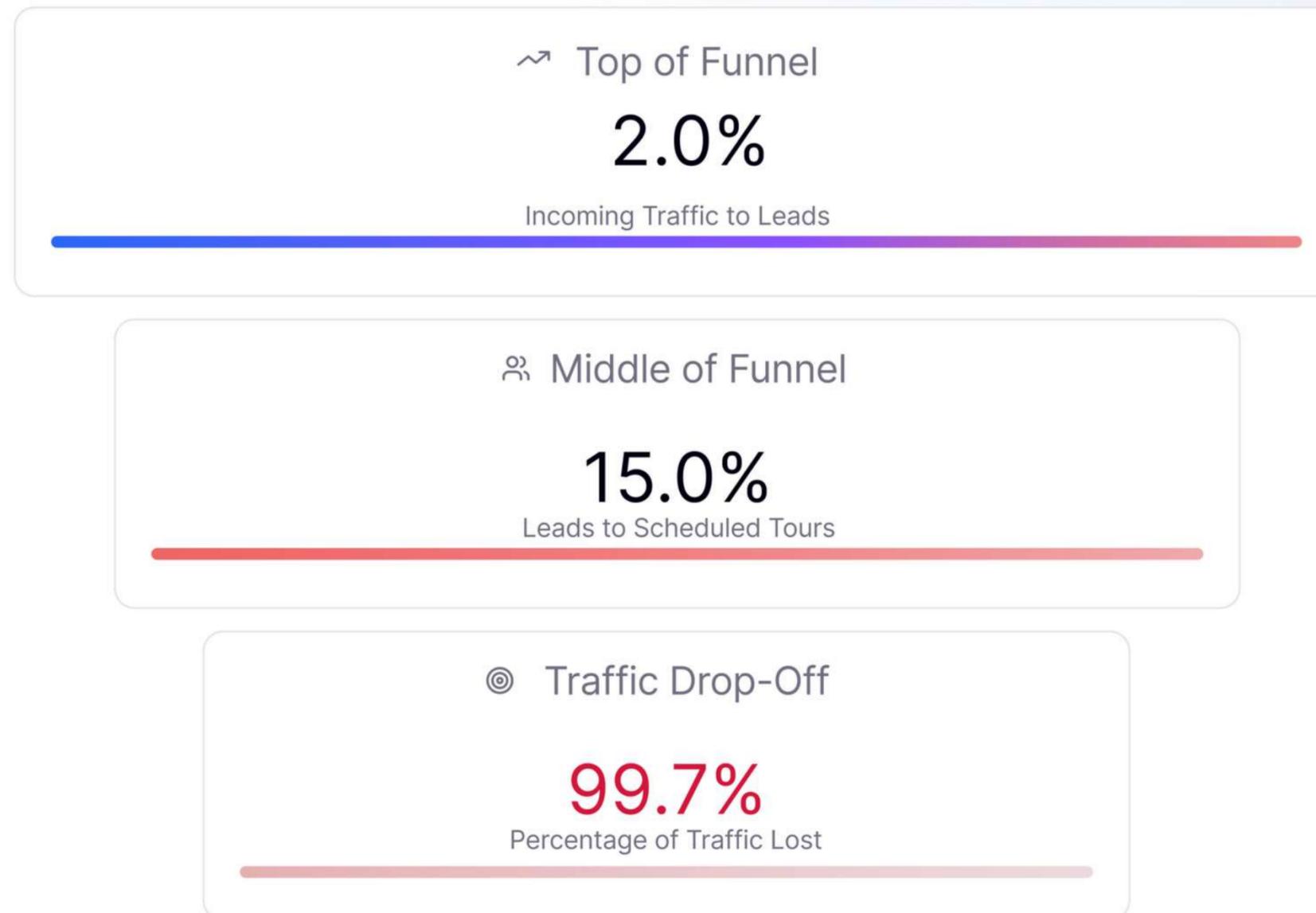
AI Sales Agents



The Problem: The Broken Sales Funnel

Massive drop-offs occur at every stage of the classic sales funnel, representing significant lost revenue and wasted marketing investment.

The problem in fitness isn't a lack of interest – it's a lack of alignment.



Timing Mismatch - over 30% of high-intent searches happen outside business hours – when no one's there to respond.



No Instant Engagement - 96% of gyms don't offer live webchat, forcing prospects into cold, slow contact forms.

Poor Follow-Up -

46% of form submissions get no response. 83% get just one attempt – usually hours or days too late.



Missed on Every Channel -

Emails average 8 hours for a reply. Social DMs take 23 hours. Half of all messages never get answered at all.



The Problem: Operator Time To Reply

	 USA & Canada	 United Kingdom	 Australia
	Unanswered Email Inquiries 58%	Unanswered Email Inquiries 42%	Unanswered Email Inquiries 18%
	Reply Time 236 mins	Reply Time 695 mins	Reply Time 460 mins
	Unanswered Social Media Inquiries 57%	Unanswered Social Media Inquiries 51%	Unanswered Social Media Inquiries 30%
	Reply Time 2241 mins	Reply Time 1370 mins	Reply Time 1885 mins
	Reply Time 1053 mins	Reply Time 734 mins	Reply Time 1147 mins
	Call-back Failure Rate 61%	Call-back Failure Rate 33%	Call-back Failure Rate 29%
	Leads Lost After Hours 44%	Leads Lost After Hours 37%	Leads Lost After Hours 50%

43%

of all inquiries are missed opportunities to 'take action'.

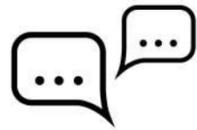
Results from our industry research studies across the UK, Australia and North America reveal a universally slow reaction to inbound fitness leads and a **43% loss of opportunity to 'take actions'** i.e. booking tours or answering intent-based inquiries.

As consumer behaviours change, forward-thinking brands like GymNation use technology to meet expectations.

Gyms that don't adapt risk losing leads and customers to competitors who prioritize quick, high-value outcomes.

The Opportunity: Consumer Expectations

Consumers know what they want and their expectations have evolved with rapid developments in technology....and they expect you to use it to keep up with them.



Certainty of Reply

82%

Expect a response in 10 mins

77%

Expect immediate responses

81%

Expect faster service because technology has advanced.

The Prospect Experience

80%

Say the experience a company provides is as important as their products and services.

63%

Would abandon a brand if they had a negative experience with their product information.

74%

Expect to be able to do anything online that they can do in-person or by phone

61%

Favor the ease of using self-service options.

The Opportunity:

Quantifying The Potential

Let's work through realistic numbers. You can substitute your own metrics, but here we use figures representative a typical small multi-site operator:

Industry Benchmarks

- Monthly lead volume: 2,000 (modest for even 5-10 locations)
- Current response rate: 50% (industry average from our studies)
- Lead-to-tour conversion: 15% (of those who receive a response)
- Tour attendance rate: 75% (industry standard for booked tours)
- Tour-to-sale conversion: 40% (of those who actually attend)
- Average member lifetime value: \$900 (based on \$65/month membership plus ancillary revenue)

Avg Pre-Agent Sales Funnel

- 2,000 leads generated
- 1,000 receive responses (50%)
- 150 book tours (15% of responded leads)
- 113 attend tours (75% attendance)
- 45 become members (40% of attendees)

Monthly revenue captured:
\$40,500

Annual revenue:
\$486,000



Agent Sales Funnel

- 2,000 leads generated
- 2,000 receive instant responses (100%)
- 800 book tours (40% conversion, up from 15%)
- 600 attend tours (75% attendance maintained)
- 240 become members (40% conversion maintained)

Monthly revenue captured:
\$216,000

Annual revenue:
\$2,592,000

Net Impact

**+\$175,500
monthly**

**\$2,106,000
annually**

Our Customer's Results: Always-On, Always Converting

Learn more about our customer success at keepme.ai/customers



 **100%**
Leads Engaged Instantly


297%
Typical Visitor-to-Lead Increase

Your website & social channels becomes a 24/7 sales engine.


60%
Average Lead to Tour Conversion Rate

Prospects don't just show interest – they book and show up.


185%
Typical Visitor-to-Sale Increase

More tours & trials =
More memberships =
More revenue


1 in 4
Of Tours Are Booked 'Out of Hours'

One in four potential members would've been lost without Antares.

The Solution:

Multichannel + Multilingual + Multisite AI Sales Agents

Designed for Multisite Gym Operators That Demand Scale

- ✓ Book more tours and trials, 24/7
- ✓ Maintain intent with reminders and rebooking
- ✓ Re-engage & convert old leads
- ✓ Seamless integration with CRM and calendar

Designed To Take Action

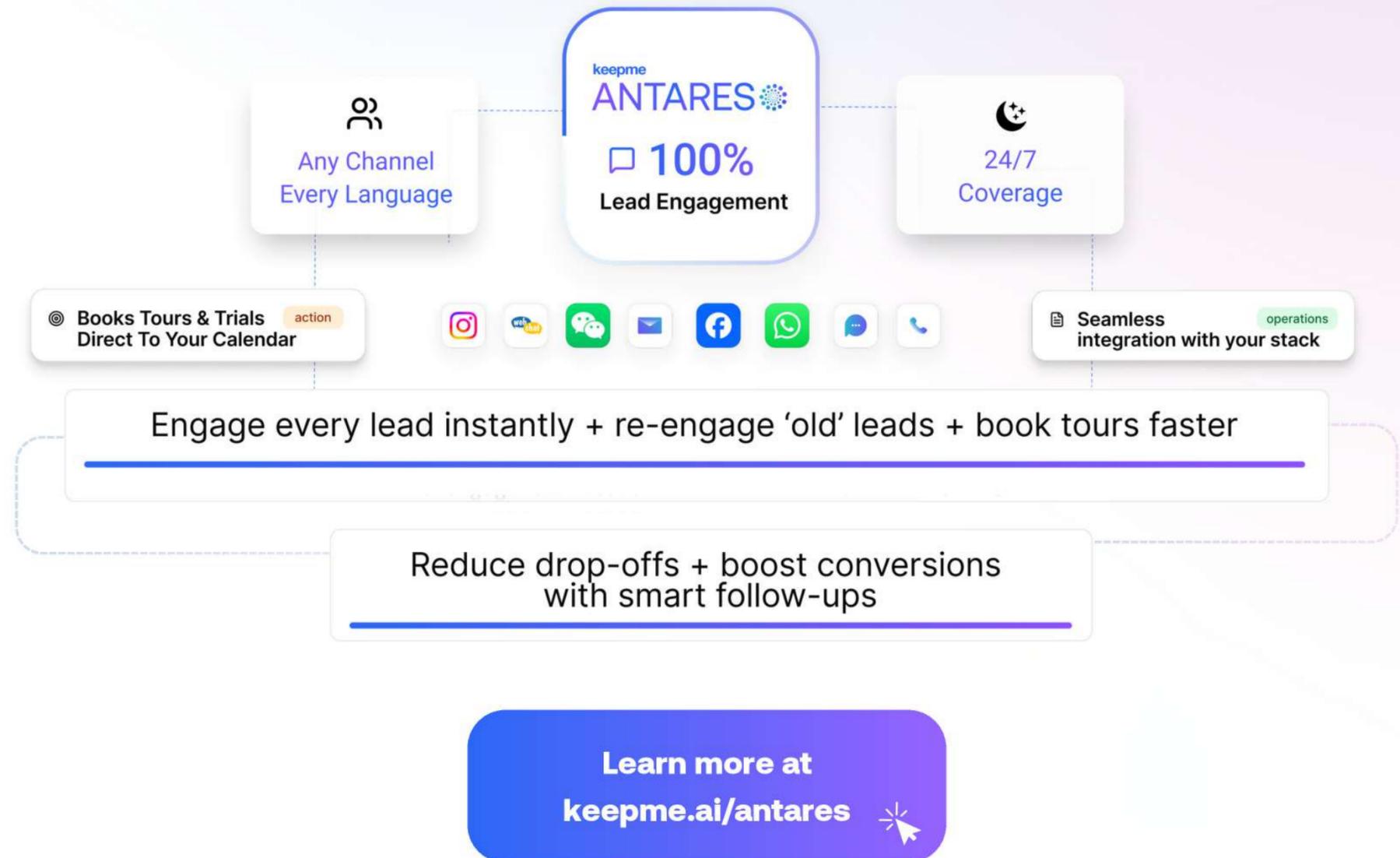
Books, reschedules, reminds - no hand-offs or delays

True Omni-Channel Coverage

Voice, chat, SMS, email, and socials

Multilingual Engagement

Speak to every prospect in their preferred language



How Fitness First Singapore Stopped Leaking Leads & Increased Tour-to-Sale Conversions By 49%



"The early results from our Antares deployment have been outstanding – a 185% increase in lead-to-tour bookings, paired with a 16% uplift in tour attendance. Together, that's helped drive a 49% improvement in our tour-to-sale conversions."

The Challenge

- Drop-offs between form fills and booked tours
- Inconsistent follow-up outside business hours
- Limited funnel visibility
- No centralized or automated gym tour booking software to support staff

The Solution

- 24/7 instant response
- Multichannel engagement
- Multilingual engagement
- CRM, calendar app, website & social integration
- Automated booking & intelligent reminder flows

The Results

- +185%** lead-to-tour bookings
- +16%** tour attendance
- +49%** tour-to-sale conversions



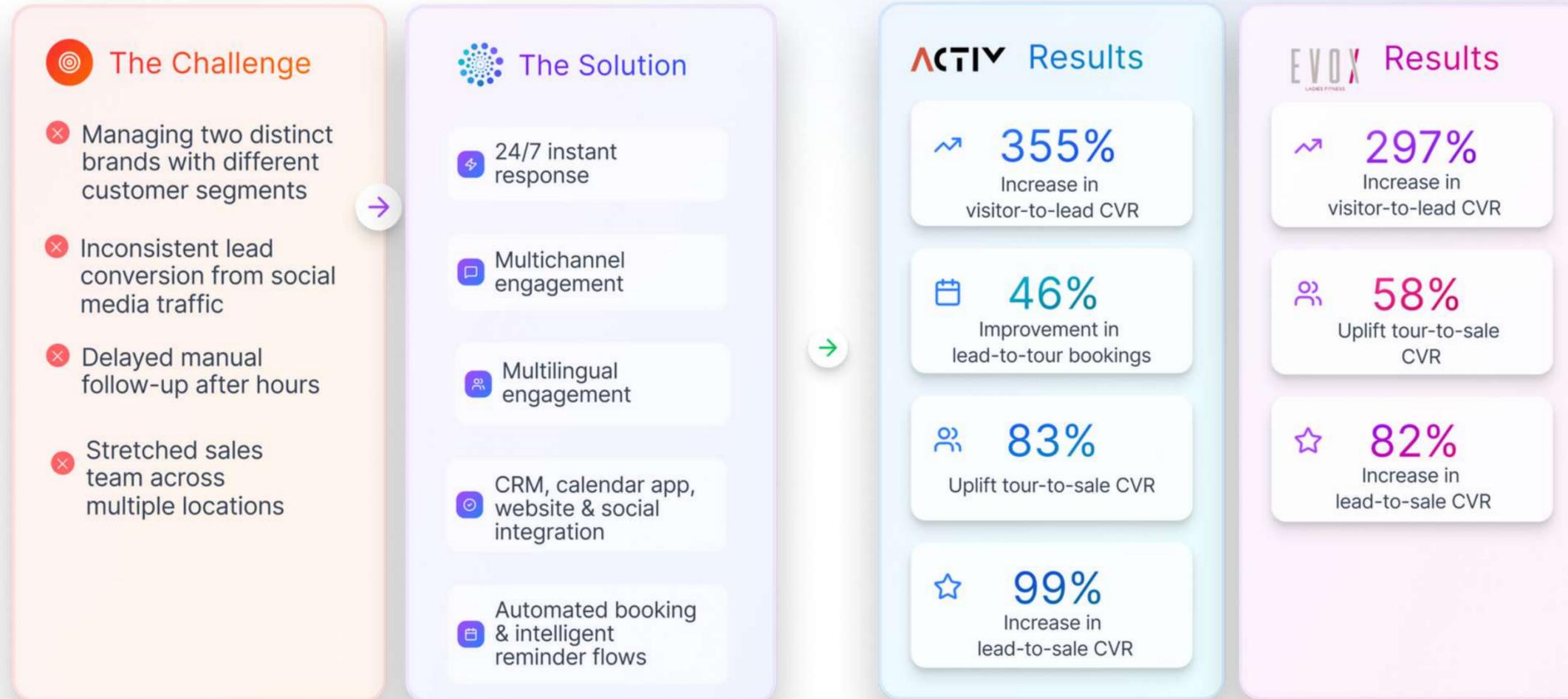
Anil Chugani
Managing Director
Fitness First Singapore
- Evolution Wellness Group

[Read The Full Case Study at keepme.ai/customers](https://keepme.ai/customers)

Inside Ezdihar Sports' 4X Conversion 'Game-Changer'



Keepme Antares has helped Ezdihar Sports do more with less, and do it faster. It's not just about increasing leads; it's about increasing quality, efficiency, and profitability across their multi-brand portfolio.



YS Youssef Salo
Marketing Manager
Ezdihar Sports Company

"Integrating Antares into our business has been a game-changer. It has allowed us to instantly engage with leads, answer their inquiries, and even schedule visits seamlessly. This not only accelerates our lead response time but also optimizes our entire acquisition funnel."

[Read The Full Case Study at keepme.ai/customers](https://keepme.ai/customers)

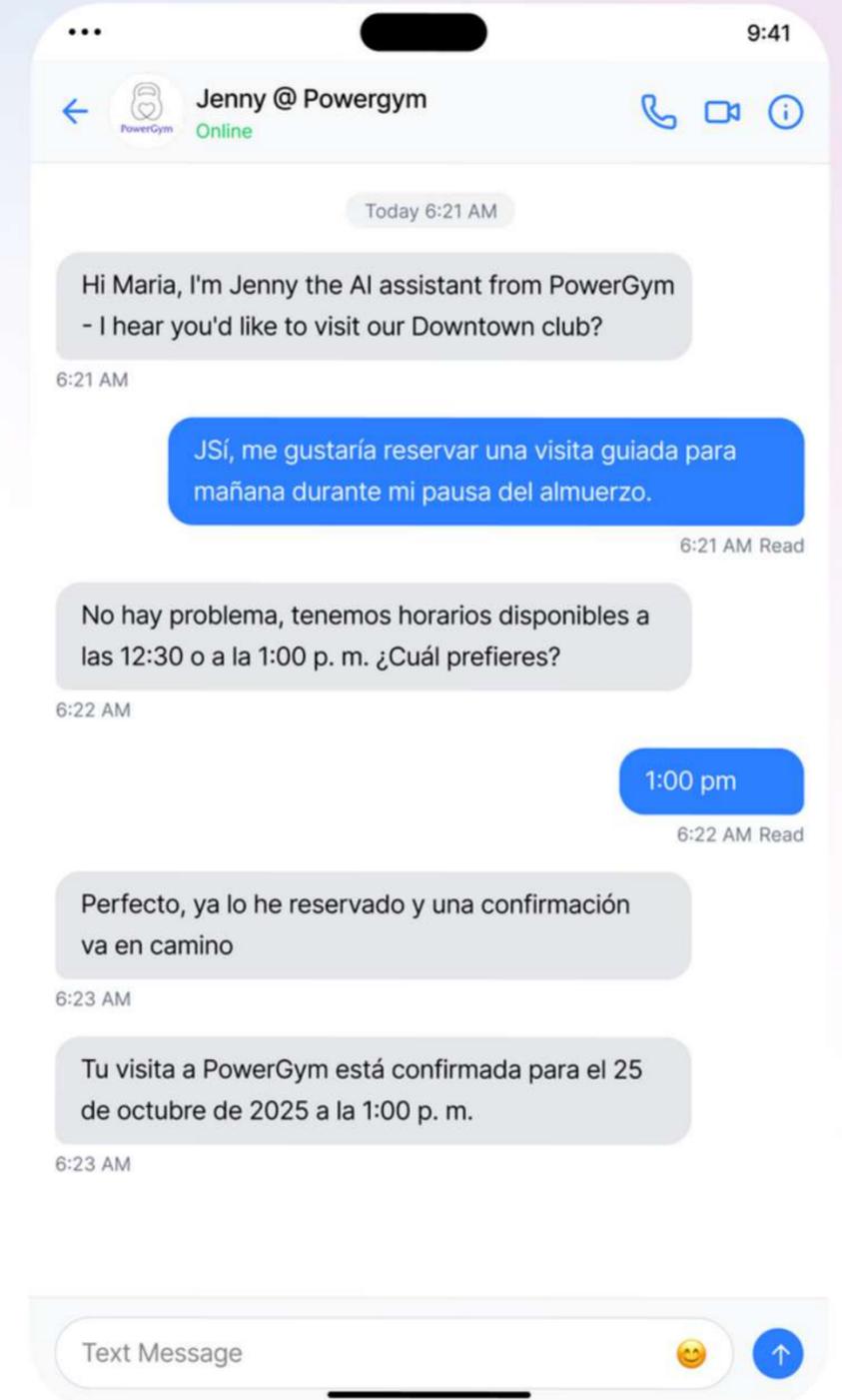
Built for Multisite & Multi Brand Control: Localisation Advantages

Antares is built for fitness operators running multiple clubs and multiple brands, where consistency and localisation have to coexist. You manage the agent by location or by region and brand, then deploy changes across your portfolio without reworking every site.

- **Multichannel by design:** The agent engages and converts leads across WhatsApp, SMS, Email, Webchat, Instagram, Facebook, and Voice, keeping the conversation and booking flow consistent no matter where a prospect starts.



- **Multilingual localisation:** The agent can converse in the local language and switch seamlessly to the prospect's preferred language, so every location can operate in-market without sacrificing brand consistency.
- **Central training with local overrides:** Standardise sales talk tracks, qualification, and policies centrally, while each club can maintain accurate club details, phone, address, and services.
- **Location level booking governance:** Control club specific booking rules including time slot duration, buffer time, advance booking window, multiple bookings, booking slot ranges, and business hours, so the agent books correctly for each site.
- **Portfolio and site level insights:** Filter reporting by region or location, then drill down by channel to compare performance across clubs and brands and export results for leadership and franchise reviews.



Seamless Integration With Your Stack

We can connect Antares to your existing tools and workflows.

Don't see your CRM or member management system here?

That's not a problem - as long as there is an API or MCP connections, we can connect!



Any CRM



keepme

ANTARES



Ac

Your CRM



LEADS

96





**BOOK YOUR DEMO
TODAY AT
KEEPME.AI**

www.keepme.ai

contact@keepme.ai