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MOBILE APPLICATION FOR PERSONAL FITNESS TRAINING**A. MISIUKEVICH**

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Personal training is best-done face-to-face, but technologies assist to offer better results.

Is your business maximizing profit? Are you utilizing digital-based business solutions to get success? Digital tools are set to amend training for the better in the future. Here are five points where these tools will be helpful.

1. VIRTUAL PERSONAL TRAINING

The investment in personal training of club members is near 10 percent, a lot of them choose to get support from the growing numbers of applications. Nowadays if club owners want to increase market coverage and receive new revenue, they should be in trend and offer online personal training. Clubs can enlarge personal training with clients using centralized digital programming —and not just those who are regularly in the club but also those who is at home, or travel on business or on holiday. Consuming online programming allows clubs to analyze which programs and virtual workouts are most demanded. That, in turn, can unlock new revenue stream opportunities.

2. DIGITAL PROGRAMMING

Access to a digital library of fitness exercises allows clubs to provide template workouts, advice on exercise techniques and software development innovation, all available to personal trainers and clients at the click of a button on their devices. This improves the personal training and member experience, also it is much more productive than paper-based systems, saving much time for gym floor staff to deliver other areas of the business.

3. ONLINE ORDERS AND PAYMENTS

Keeping track of payments, credits, sessions, subscriptions, and cancellations manually are hugely time-consuming actions. Nowadays digital systems are able to cover and automate personal training bookings and payments, including handling auto-renewals, multiple subscriptions, personal training approaches and push notifications to keep clients posted and motivated. It saves a lot of time for personal trainers, allowing them to spend it interacting with clients rather than working on papers. The solutions for online bookings create operational transparency and speed up internal processes. Centralized reporting tools also allow observer real-time performance analysis. It enables fitness club owners to make programming and operational decisions based on evidence rather than feeling. Simplifying the payment process provides studio owners more time to focus on delivery while clients have the convenient and quite fast option of purchasing packages without the necessity to stand in line. Also, it allows keeping track of bookings and viewing training programs.

4. PERSONAL TRAINING MARKETING AND EDUCATION

Retention of talented personal trainers is a challenge for many operators. To create successful, financially viable businesses to keep and support personal trainers it's needed to be done more. A successful personal trainer will not have a good reason to look for an alternative workplace. At the same time, there are not so many opportunities in terms of business training, marketing, and further education, either at the point of qualification or during employment.

5. TRAINER PERFORMANCE

To get the ability to anticipate potential pitfalls before they appear digital solutions can offer monitoring and assessing the result of the club and individual staff in real-time. To avoid issues there is a possibility to set up performance parameters via the online application and track them weekly, it gives to clubs the best chance of anticipating challenges. Digital technologies and programming advancements are a brilliant tool for clubs and studios to integrate in order to support staff in delivery and time efficiency and in the enhancement of member experience.

CONCLUSION. The advantage of mobile application for personal training consists of enhancing business efficiency and member service through a butch of online business and member management solutions. Staff and client management apps are becoming more and more popular in the fitness industry. With the help of these mobile applications, you can streamline your business and give your clients a more convenient method to

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interact with your facility. Such technology has become the biggest software market in the world as it truly helps optimize your business in every way. All data is now in one place, saving you time and energy. The days when you had to keep track of different documents in various places are gone [1].

REFERENCES

1. WellnessLiving Blog. (2019, September 23). 6 Fitness Industry Technology Trends To Boost Your Business. Retrieved 5 March 2020, from <https://www.wellnessliving.com/knowledge-sharing/technology-trends-boost-your-gym/>