

# DXFactor Launches FitGenAI: Elevating Member Experience Using Generative AI

*Tailoring Tomorrow's Gym: FitGenAI Revolutionizes Member Engagement Through Precision and Personalization*

MCLEAN, VA, UNITED STATES, October 24, 2023 /EINPresswire.com/ -- In the wake of challenges

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*Don Dickerson, VP of Fitness  
SF*

brought on by the COVID-19 pandemic, the global fitness industry has staged a spirited comeback, marking an impressive 8% growth from its pre-pandemic stature. Recognizing the critical juncture at which gyms worldwide stand, [DXFactor](#) is elated to introduce FitGenAI at the eminent [Fitness Technology Summit](#). As fitness hubs recalibrate for the future, embracing technology isn't a choice—it's an imperative. Enter FitGenAI, DXFactor's answer to the tech-savvy demands of the modern fitness aficionado.

Contemporary gym-goers crave more than machinery. Their appetite is for rich, tailored experiences. A telling 75% now consider personalized interactions paramount, and 65% favor gyms with a tech-forward ethos, signifying technology as a cornerstone for fitness establishments.

FitGenAI isn't merely a solution—it's an experience. Tapping into DXFactor's profound domain expertise, it introduces GenAI agents that redefine member experience:

- > **Join Online:** Launch the member journey with distinction. FitGenAI ensures users effortlessly discover their ideal plans, enriching member affinity from the get-go.
- > **Member Saved:** Morph potential dropouts into brand ambassadors. By transforming the cancellation paradigm, FitGenAI positions gyms at the vanguard of retention strategies.
- > **Non-Dues Sales:** Augment operational prowess by integrating session sales and scheduling, fusing member value with operational foresight.
- > **Fitness Agent:** Elevate the workout narrative. Craft immersive, personalized fitness pathways enriched with tailored content—beyond fitness, it's about creating memorable brand

touchpoints.

[Dharmesh Trivedi](#), DXFactor's CEO, and Co-founder, mused, "Our industry's resurgence transcends mere operational revival—it's about envisioning a new realm of experiences. FitGenAI isn't about hopping onto the GenAI bandwagon; it's a culmination of decades of expertise designed to architect the next era of fitness—a testament to our commitment to outcome-centric innovations."

Don Dickerson, VP of Fitness SF, emphasized the transformative potential of GenAI: "Generative AI isn't just the next big thing—it's the present and the future. In a scale-driven industry, human-only interactions won't suffice. Generative AI enables personalized, expansive conversations. When a third of online sales seldom translate to footfalls, even a 50% enhancement via FitGenAI can catalyze monumental member experience and growth."

Counting eminent clients like Chelsea Piers, Chuze Fitness, Crunch Fitness, Gold's Gym SoCal, Fitness SF, Xport Fitness, and more, DXFactor's dedication to spearheading the fitness tech revolution is indisputable, further emboldened by industry luminary AI Noshirvani on its board.

#### About DXFactor

DXFactor stands as a beacon of transformative solutions in the digital era, marrying deep industry insight with cutting-edge technology. Born from a commitment to drive tangible outcomes, DXFactor's synergy of domain-rich expertise and artificial intelligence agility has proven its mettle, mirroring the dynamism of a startup with the solidity of a Fortune 500 powerhouse. Our distinct Outcomes Framework has orchestrated over \$2 billion in tangible results, benefiting industry stalwarts like Chuze Fitness, Crunch Fitness, GE, Gold's Gym SoCal, Fitness SF, Pepsi, Southwest Funding, URBN Playground, Wabtec, and XSport Fitness.

Discover more at [www.DXFactor.com](http://www.DXFactor.com).

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