

CASE STUDY

Fitness & Gyms · Malta

CLIENT

Fort Fitness, a gym in Malta
(Owner: Paul)

INDUSTRY

Fitness & gym services

DELIVERED BY

Visioneering MT

KEY BENEFITS

- ✓ No more starting replies to repetitive questions from scratch
- ✓ Consistent, accurate pricing & policy info in every draft
- ✓ Paul keeps his normal WhatsApp — no forced switch to Business
- ✓ Every message still goes out in Paul's own words, under his control
- ✓ Nothing is ever sent without Paul approving it first

Building your vision together

Cutting Repetitive WhatsApp Admin for a Malta Gym, Without Losing the Personal Touch

A proof-of-concept system drafts suggested WhatsApp replies for common membership, pricing, trial and class questions. Every message is still reviewed and sent by hand — nothing goes out on its own.

The Problem

- Members and prospects message the gym constantly with the same questions — prices, trials, class times, membership terms
- Paul was answering each one manually on his own WhatsApp, one at a time, often outside gym hours
- Switching to WhatsApp Business wasn't an option — Paul needed to keep using his normal WhatsApp

The Solution

- A lightweight system that watches Paul's normal WhatsApp Web for incoming messages
- Drafts a suggested reply built from Fort Fitness's own prices, policies and FAQs
- Places the draft directly in the chat's compose box — nothing is ever sent automatically
- Paul reviews it, edits if needed, and sends it himself, exactly as before

HOW IT WORKS



WHERE IT STANDS

Fort Fitness is running a live proof of concept: every suggested reply is drafted for review only, and nothing is sent without Paul's approval. Time saved and reply quality are being tracked through the pilot before any decision on a wider rollout — this is a working first step, not a finished product.