



CASE STUDY

grōtalk hits the gym 24/7 on the Truman Griffin Fitness website

OBJECTIVES

The primary objectives of implementing the grōtalk AI chatbot were to:

- Engage visitors conversationally
- Connect fitness goals to training sessions
- Encourage purchase of multi-session training packages

CLIENT



Truman Griffin Fitness
Atlanta | Marietta
www.trumangriffinfitness.com

Owner
Truman Griffin

INTRODUCTION

Truman Griffin Fitness is a personal training service in Atlanta, Georgia, that offers a variety of training options and packages to suit different needs and goals. Truman Griffin is a certified personal trainer who specializes in one-on-one sessions, at his gym. Truman Griffin Fitness aims to make training personal, flexible, and affordable for anyone who wants to improve their fitness and well-being.

BACKGROUND

Truman Griffin Fitness recognized the need to enhance its online presence and capture leads for those seeking to improve their fitness. Conversational marketing driven by the grōtalk AI chatbot was the right solve for this.

IMPLEMENTATION

Vendor Selection:

Truman Griffin Fitness opted for grōtalk, based on an the marketing expertise of B. McGuire Designs and grōtalk itself, a reputable AI chatbot solution known for its natural language processing capabilities and ease of integration.

Focus on Fitness Goals:

grōtalk was customized to initially ask the user for their primary fitness goal and then uses this through the remainder of the conversation to keep the interaction personalized. It also asks about the number of days per week the visitor can commit to their goal.

Drive to Conversion:

Armed with the goal and the days-per-week commitment, the chatbot offers to show the visitor discounted packages of training sessions that match their inputs. At this point, the visitor can sign up as a new client and schedule their first training sessions or they can request a conversation with Truman.

BENEFITS



Engaging Conversations

grōtalk successfully engaged website visitors in meaningful conversations. It greeted visitors with a friendly message, asked about their fitness goals, and provided information about available services.



Conversion Rate Improvements

The chatbot played a significant role in converting website visitors into paying customers. By showcasing the benefits of multi-session training packages and offering convenient booking options, it encourages new client sign-ups.



Immediate Lead Fulfillment

An integration was built to allow immediate delivery of new leads to Truman for follow-up. Leads are delivered by email and text message for immediate follow-up while the visitor's interest is at its peak. This helps keep leads engaged and interested while they still had a high degree of engagement in exploring fitness solutions.



24/7 Availability

grōtalk provided round-the-clock customer support and information, ensuring that visitors could engage with Truman Griffin Fitness at any time, enhancing user experience and satisfaction.

CONCLUSION

The implementation of the grōtalk AI chatbot on the Truman Griffin Fitness website proved to be a transformative step in achieving their objectives. It not only engaged visitors conversationally but also established a connection between their fitness goals and available training sessions. Moreover, the chatbot played a pivotal role in boosting the sale of multi-session training packages, contributing to the company's revenue growth.