

# CASE STUDY

**MAKE  
TIME  
COUNT™**

## COUNTDOWN CLOCK SERIES

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*FITNESS CLUB FRANCHISE*

*Nationwide rollout, 2022*

## CONTACT

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## 01\_Challenges

In 2021, BigTimeClocks® was contacted by a major fitness franchise for the supply of digital wall clocks across over 250 US locations.

Seeking a partner to support their rapid growth nationwide, the franchise tasked BigTimeClocks® with both developing a product specification and a volume driven pricing structure to benefit all franchisees and offer an optimized timing solution in all gym class spaces.

Ease of installation and operation as well as the ability for BigTimeClocks® to hold stock and deliver within a compressed timeline were expressed as absolute priorities and ultimately led to BigTimeClocks® being awarded the contract.

## 02\_Solutions

BigTimeClocks® conducted extensive interviews with the franchise purchasing director as well as franchisees to fully grasp on site installation constraints (available footprint, cabling access) and further review all targeted applications.

Fitness classes required a timing solution to monitor time of day, ease class changes while also supporting class exercises with stopwatch and interval timing functions.

BigTimeClocks® specified a 5" numeral / 6 digit model 150 to not only meet the client's wish list but also ensure time is easily read throughout fitness rooms.

In addition, model 170 (8" numerals / 6 digits) was recommended for weight rooms where the high industrial ceilings and 200ft max viewing distances required larger numerals.



BigTimeClocks® model 150 used in fitness spaces



### Project key Facts

- ✓ 1 model 170 (8" numerals / 6 digits)
- ✓ 3 models 150 (5" numerals / 6 digits)
- ✓ Installation time: 30mn / 1 operator
- ✓ ROI: Under 3 weeks

## 03\_Key benefits

BigTimeClocks® offered a plug-and-play solution, easy to install and to operate, featuring a remote control and the ability to assign programmed sequences to memory keys or set functions “on the fly”.

The “all-in-one” models 150 and 170 provided a common time baseline to better coordinate classes and contributed towards higher employee punctuality, reduced downtime during class changes and ultimately improved customer satisfaction, generating a rise in positive reviews.

With very low energy consumption, BigTimeClocks® do not negatively

impact the environment and can also be turned off via remote control to further induce energy savings. The limited power requirements, make for very cost-efficient solutions to operate (only a few dollars per year) which additionally are virtually maintenance free.

Finally, BigTimeClocks® was involved in developing specifications, meeting delivery and installation schedules and providing installation and post-installation customer support with our US based design and support teams which ultimately led to highly successful projects throughout the country.

### + Added product value

- ✓ *Fast installation*
- ✓ *Easy to operate*
- ✓ *Robust, reliable & accurate*
- ✓ *Ultra bright highly legible LEDs*
- ✓ *1 year warranty*



% Class punctuality



% Participant satisfaction



Weeks ROI



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BigTimeClocks® model 240

# “The perfect training partner”

In gym and fitness environments, timing workouts is key to consistently achieve training goals and set the next levels of performance.

As a fitness coach my sessions are segmented into exercises. Each exercise must be performed within a specific time frame and it is important to be able to track progress particularly when coaching the larger group sessions with up to 30 participants.

My BigTimeClocks® not only keeps my groups on schedule but is a fantastic motivational tool for participants to maintain their efforts until the end of a sequence. Each exercise uses a specific function as well as a specific time frame.

I personally use the countdown and interval timing functions the most.

The interval function allows me to include rest times within my sequences so I can typically run a tabata workout.

The fact that the clock is so easy to use and fast to setup is definitely a huge benefit. It takes just about 10 seconds to set the clock up.

I definitely feel like I have gained efficiency as a coach and feel like it brings a competitive edge to the groups who really elevate their energy levels. This makes for great workouts!

I must say that since we have installed our BigTimeClocks® we have been starting all our classes on time and our participants are loving it!

It is the perfect training partner and we highly recommend BigTimeClocks® to any club or trainer who is serious about taking their fitness sessions to the next level!

- Kate P., Fitness Coach





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