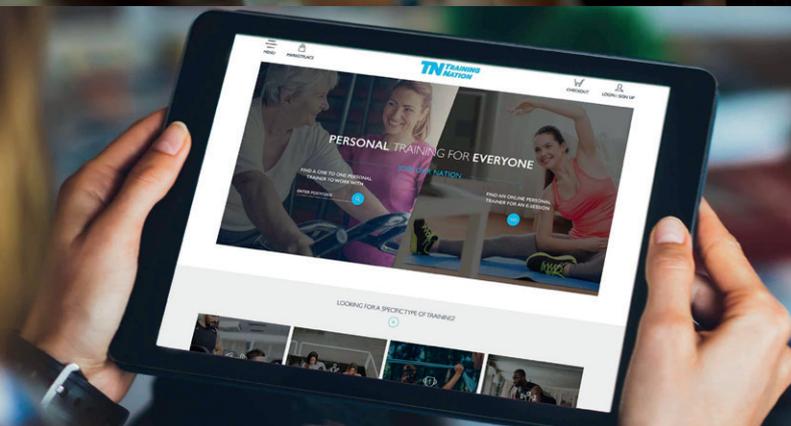


# Customer Portal and Matching Platform Training Nation

Connecting personal trainers with potential clients through a secure web platform



## The Customer

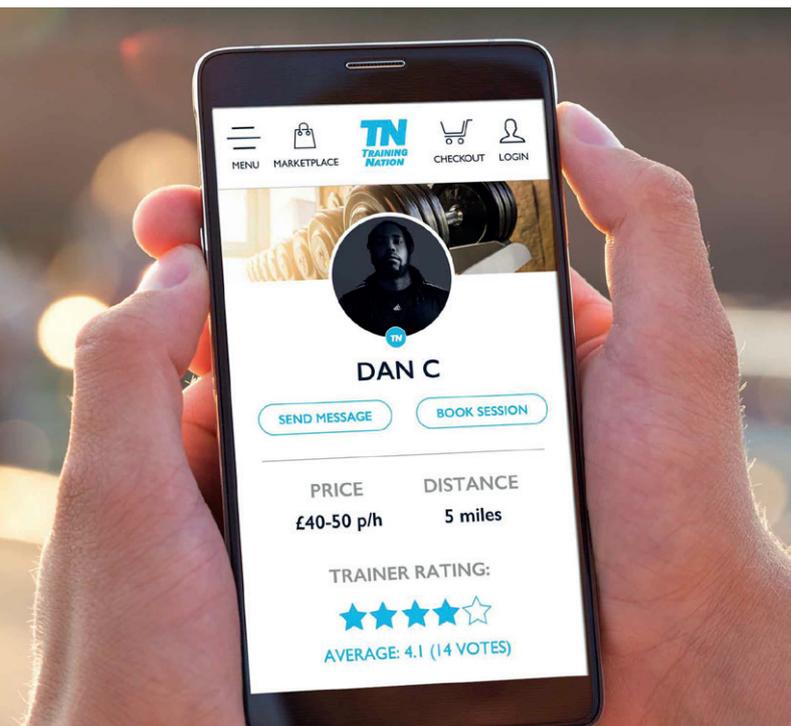
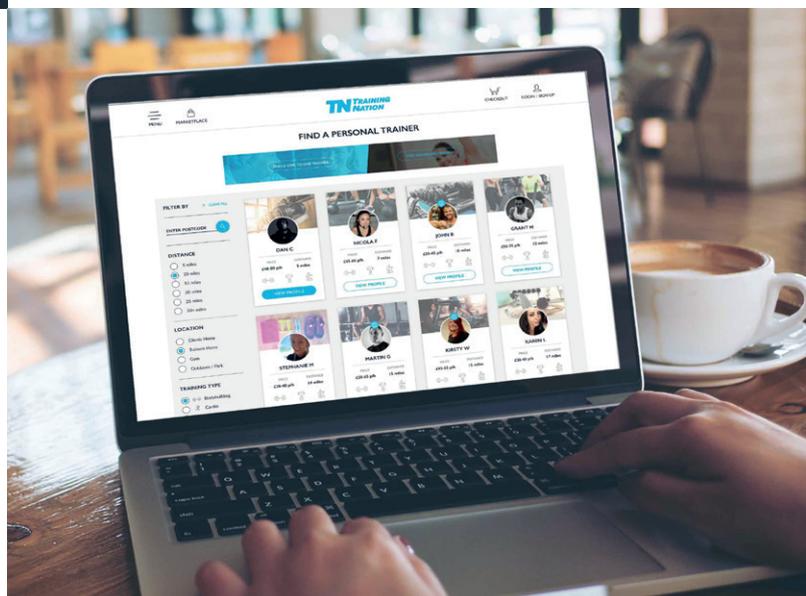
Training Nation is an exciting fitness business connecting personal trainers with potential clients.

The business acts as an intermediary between independent personal trainers and customers, helping people who are looking to make a positive change connect with the right expert to help them.

## The Challenge

The web-based platform had to be easy to use with minimal manual intervention from Training Nation. Each personal trainer needed to set up an account and manage their own public profile. Potential clients needed a simple way to search, identify and contact a personal trainer to set up an appointment.

Communication between trainer and client had to be done through the application via an instant messaging system that redacted personal contact details until payment to Training Nation was made.



## Our Solution

Key to the success of the platform was the user experience for both personal trainers and their potential clients. We carried out extensive research to understand user behaviour and designed a platform that optimised workflow and usability.

We developed a matching algorithm to deliver optimised search results based on a multi-level criteria including trainer skills, price, location and trainer rating.

The secure instant messaging system triggered email alerts to notify users of a new message and it redacted any personal contact information.

The account section for personal trainers included a dashboard to manage ecommerce, testimonials, an image gallery and blog.

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## Key Features



Dynamic search and matching algorithm



Secure instant messenger with redacted details



Trainer account management and dashboard



Responsive design



Trainer marketplace with payment gateway



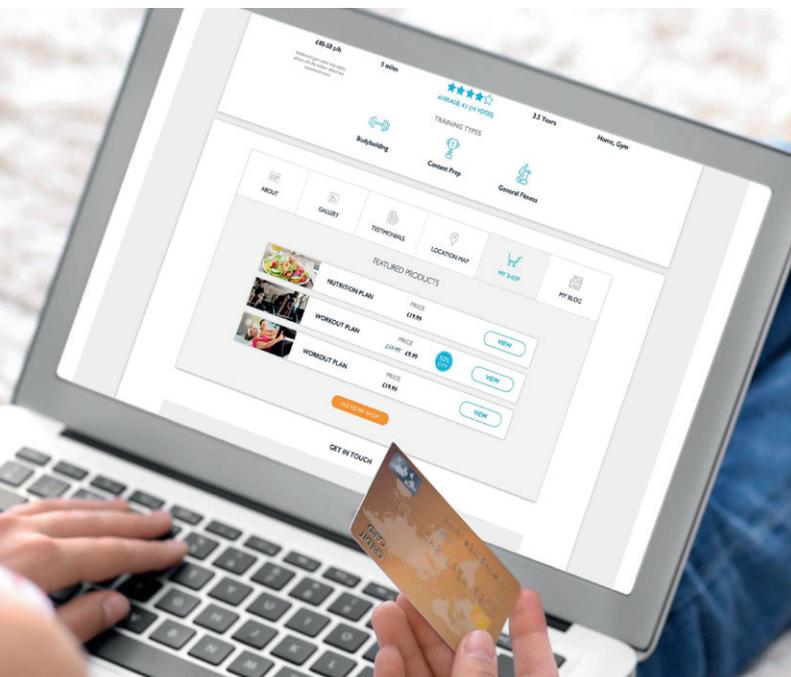
Guest blog



Image gallery and user testimonials



Optimised for performance and search engines



## Impact

Having launched in 2017, the response from the market has been very positive.

More than 200 personal trainers have been recruited onto the platform and most are generating a steady stream of new enquiries from prospective clients.

## Will a customer portal help grow your business?

### Get in touch

Call: 01772 823 734 Email: [hello@bluewren.co.uk](mailto:hello@bluewren.co.uk)

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