



CASE STUDY

Built For The Stage

How This Virtual Gym Owner Discovered TrueCoach to Customize Workouts and Easily Communicate With Clients

Built For The Stage

is an online training program for actors to train like athletes. Created in 2017 by its founder, Joe Rosko, it services customers worldwide with its monthly class subscription and one-on-one programs. It helps clients of all shapes, sizes, heights, and ages meet the physical demands associated with performing on stage.

Being a virtual service, Rosko and his team needed a dependable platform that could help them create workouts and easily communicate with their customers. Their previous software solutions weren't providing the seamless functionality they needed. However, when Rosko discovered TrueCoach, he realized he had found the perfect answer for workout and client management.



“The customer service is ridiculously good. Not just the promptness of the people responding to you, but also that they’re very professional. They’re personable and relatable. You don’t feel like you’re talking to a robot.”

THE PROBLEM

Some of Built For The Stage’s issues with the previous platforms they worked with included:

- The **functionality wasn’t consistent**: you never knew how well any of them would work on a given day.
- They **were too slow**, and never seemed to get past the beginning phases of their respective apps.
- There wasn’t an easy way to **communicate with customers and send them workouts**. Rosko had to rely on Google Sheets to track workouts and client progress.
- There wasn’t a way to design a workout that could be **customized for clients** without having to be recreated each time.

THE SOLUTION

Rosko heard about TrueCoach through a colleague. Though he had managed several brick and mortar locations in the past, he knew he needed a more technology and client driven solution to help his business handle the demands of operating exclusively online. Built For The Stage needed a way to create tailored workouts for clientele, send written and video messages and workouts, and have an intelligent system in place to track client progress.

Once Rosko tried a demo of TrueCoach, he immediately knew he found the perfect fit:

- A **consistent** all-in-one platform that was never slow or glitchy.
- An **easy way to interact with clients** through real-time messaging, email notifications, and video uploads.
- A calendar that supported **simplified workout programming** and the ability to create a custom exercise video library.
- An easy way to **track the exercise history** and metrics of each client to help keep them motivated.
- A dedicated customer service team that was **prompt and professional, but also relatable.**





“[Our clients] love how attentive our coaches are and how hands-on we are with them. And I guess that’s a testament to how TrueCoach allows that.”

THE CONCLUSION

Operating a virtual fitness business is completely different than managing physical locations. Rosko and his team needed a better fit for their online needs. TrueCoach helped them create the unique workshops that were a cornerstone of their brand, and provide their customers with a best-in-class online workout experience. In conclusion, this case study is a clear example of how TrueCoach enables businesses to add value to their services. Get started with a free 14-Day trial to see how TrueCoach can help your business.