
The Personal Training Guide to Agentic AI

From enquiries that go cold while you coach to a digital front desk that answers every one, books the session and knows exactly where your scope of practice ends.

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AI voice agents & digital workers

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FOREWORD

The enquiry arrives while you are on the floor.

A prospective client who is contacted within five minutes is many times more likely to sign up than one reached half an hour later, and the gap only widens from there.¹ For a personal trainer (PT), that is a hard fact to live with, because the five minutes after an enquiry lands is almost always five minutes you are spotting a deadlift, counting a client's last set, or watching someone's form. The most motivated a person will ever be about training is the moment they reach out. By the time you have racked the weights and picked up your phone, that moment has often passed to whoever answered first.

This is the quiet problem at the centre of a personal training business. You are not short of interest. You are short of capacity at the one point where interest arrives: the phone, the website form and the direct message that pings while both your hands are busy. Calls ring out mid-session. Messages sit unread until the evening. A client finishes their pack and drifts away because no one followed up. None of it appears on a bank statement, which is exactly why it is tolerated, year after year.

This guide is about a specific, practical answer: an agentic artificial intelligence (AI) voice agent that works your enquiries and the routine admin around them, so you can give your full attention to the person in front of you. It is written for independent PTs, small studio owners and group-training operators who want to understand what this technology does, what it must never do, and how to put it to work without ever stepping outside the scope of practice you are registered to.

We have tried to be honest throughout. There is a clear line we keep returning to, the line between booking a client in and giving advice that belongs to a qualified professional, and much of this guide is spent making sure the technology stays firmly on the right side of it.

Brad Riley

CEO, Agntic.ai

1. Lead response research, including Harvard Business Review, "The Short Life of Online Sales Leads," 2011, and the Lead Response Management study, finds the odds of qualifying a lead fall sharply with each minute of delay, and are many times higher when first contact is made within five minutes rather than thirty. The effect is strongest for emotionally driven, high-intent enquiries of the kind personal trainers receive.

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Agentic AI, in plain language

Before the benefits, the basics. What a digital worker is, why it is different from the chatbots you have already met, and the single boundary that makes it safe to use in a training business.



THE IDEA

A worker, not a chatbot.

You have used generative AI already. You type a question, it writes you an answer, and the conversation ends there. It is a clever tool, but it waits for you and does nothing on its own.

Agentic AI is the next step. An **agent** does not just talk. It is given a goal, a set of rules and access to the tools it needs, and it carries the task through from start to finish. For a trainer, the goal is usually simple to state: answer the enquiry, understand what the person wants, and book the consult or the session, the way a sharp front-desk person would if you could afford one.

That is why we call it a **digital worker** rather than a chatbot. It speaks naturally on the phone, it listens, it asks the follow-up questions you would ask, and then it acts: it offers a real time from your live calendar, books it, confirms it, and sends the reminder. When something falls outside its rules, it hands over to you.

A chatbot answers. A digital worker finishes the job, then knows when to step back.

The difference matters most in the hours you cannot pick up: mid-session, early morning, and the evening rush when most people decide to get serious about training. A chatbot on your website might capture a message. A digital front desk actually answers the phone at 6am, between sessions and at 9pm, holds a real conversation, and leaves a confirmed booking in your calendar by the time you next look.

None of this replaces you, and none of it touches the coaching. It removes the repetitive, interruptive work that pulls your attention away from the client on the gym floor: the ringing phone, the unread message, the booking that needs moving.

THE ONE RULE

What it must never do.

A digital front desk in a training business is built around a boundary that protects both you and your clients. It handles the business around training. It does not, under any circumstances, do the part of the job you are qualified and registered to do.

That means it does not assess injuries, it does not prescribe exercises, it does not write programs, it does not give nutrition advice, and it does not judge whether someone is fit to train. If a caller starts describing a sore knee or a health condition, the agent's job is not to interpret it. Its job is to recognise the situation, take the booking or the message, flag anything that needs your attention, and where there is any sign of a medical issue, direct the person to the right qualified help.

THE LINE, IN ONE SENTENCE

The agent handles enquiries and bookings. Coaching, screening and advice always belong to you. If a caller raises an injury, a medical condition or anything clinical, the agent takes the details, books them in for you to handle properly, and never offers an opinion of its own. Where there is any sign of urgency, it directs the caller to triple zero (000) or appropriate medical care.

This is not a limitation we apologise for. It is the design. A trainer who adopts this technology should be able to say, hand on heart, that no client was ever screened, programmed or advised by a machine. Everything in the rest of this guide is built on top of that promise, and Section Five sets out exactly how it is enforced against your registered scope of practice.

A day on the floor

The cost of an unanswered phone does not appear on any report. It shows up as a quiet week, a gap in the calendar and a lead who quietly signed up with someone else. Here is the day as a working trainer actually lives it.

02

— SAM'S TUESDAY · A BUSY INDEPENDENT TRAINER

Both hands busy, the phone ringing.

Sam runs a small studio and coaches most of the day. Nothing here is unusual. That is the point.

MORNING

6:05 **First client, phone already going.** Two calls during the 6am session. Sam is spotting a barbell and lets them ring out. No voicemail is left.

7:30 **A website enquiry lands: a new client wanting to start before summer. Sam will see it at lunch. By then she has booked a trial with the studio that replied in four minutes.**

9:15 **An Instagram message.** "Do you do early mornings, and what does it cost?" A simple question, but Sam is mid-session and it slips down the inbox.

12:40 **Lunch, the one window to catch up. Sam clears half the backlog before the 1pm starts. The rest waits, and two enquiries have already gone quiet.**

AFTERNOON

2:00 **Renewals.** Three clients finished their ten-session packs last week. Sam meant to check in and rebook them. The list has not moved since Monday.

4:30 **Tomorrow's session reminders were going to go out today. They half went out, by text, between clients.**

7:10 **The evening rush, when most people decide to sign up. Four calls and two forms come in over the night. They meet a voicemail and an empty inbox until morning.**

THE INVISIBLE COST

None of it was anyone's fault.

Sam is good at her job. The studio is well run. And yet by the end of the day a couple of new clients never got a reply, three renewals did not happen, and a slice of next week's calendar is quietly at risk because the reminders went out late.

This is the trap of running a training business on your own. The losses are real but invisible. A missed call is not recorded as a missed call; it is simply a call that never reached a person. A cold lead does not announce itself; it just signs up somewhere else. A client who drifts away after their pack ends looks like one quiet week, not like the missing follow-up that caused it.

Because nobody can see the cost, nobody can justify hiring a receptionist against it, and so the trainer absorbs a little more each year. The work that gets dropped is always the same: the enquiry that lands mid-session, the evening lead, the gentle nudge to rebook. The work, in other words, that a digital front desk is built to pick up.

The rest of this guide is about handing that specific layer of work to an agent, so the next Tuesday looks different: every enquiry answered, every renewal chased, every reminder sent, and Sam free to do the only part of the job that needs her, which is the coaching.

The five jobs a digital front desk does best

Not everything should be automated, and the coaching never will be. These five jobs are where an AI voice agent is genuinely strong, and where trainers feel the change first.



— WHERE IT EARNS ITS PLACE

Five jobs, done properly, every time.

JOB 01**ANSWERED**

Answering enquiries the moment they land

Every call, web form and message picked up straight away, at every hour, including mid-session and the evening rush. No voicemail, no message sitting unread, no lead lost to the trainer who replied first.

JOB 02**BOOKED**

Booking consults, trials and sessions

The agent offers real times from your live calendar, books the consult or session, and writes it straight into your scheduling software. It handles reschedules and cancellations the same way, and fills gaps from your waitlist.

JOB 03**FOLLOWED UP**

Renewals, rebookings and reminders

Clients whose packs are ending, nudged to rebook before they drift. Tomorrow's session reminders and confirmations sent without fail. The slow, repetitive follow-up that always gets dropped first.

JOB 04**HANDLED**

Pricing, packages and account questions

Routine questions about session prices, pack options, billing and your timetable, answered from your own policies, in your own words, with anything unusual passed to you.

JOB 05**CAPTURED**

New-client intake and screening hand-off

The agent welcomes new clients, captures the contact and goal details you need before a first session, and sends them your pre-exercise screening form to complete. It collects this information only with clear consent and never interprets a health answer: anything flagged comes straight to you to review before training begins.

WHY THESE FIVE

High volume, low judgement, high impact.

The jobs worth handing over share a shape. They happen often, they follow rules you already have, and getting them wrong costs you clients. That is precisely the shape an agent handles well, and where your time is wasted.

21x

More likely to convert when a lead is contacted within five minutes rather than thirty: the gap a trainer mid-session cannot close alone.

LEAD RESPONSE RESEARCH, INCL. HBR 2011

~1 in 3

Members a typical fitness operator loses each year, the kind of churn timely rebooking and follow-up are built to slow.

INDUSTRY BENCHMARKING, 2025

No. 1

Fitness programs for older adults, ranked the top industry trend for the second year running: demand is broadening, not narrowing.

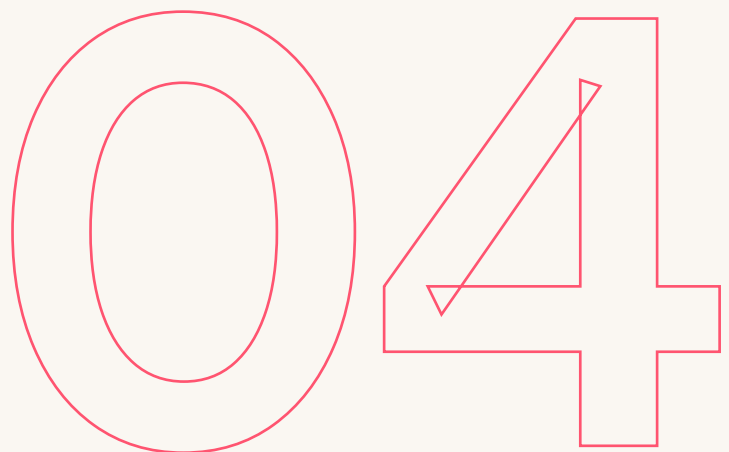
AUSACTIVE FITNESS TRENDS SURVEY 2025-26

Read those together and the case is straightforward. Interest is not the problem. The problem is the narrow set of moments where a person tries to reach you and cannot, or where a current client is not nudged to continue in time. Hand those moments to an agent and you keep the business you were already winning.

Sources: Lead response research, including Harvard Business Review, "The Short Life of Online Sales Leads," 2011, and the Lead Response Management study (the 21x figure compares contact within five minutes against thirty). Member churn: health and fitness industry benchmarking, 2025; operators commonly report losing around a third of their member base each year, though Australian-specific public data is limited. AUSactive, Fitness Trends Survey 2025-26.

What a missed enquiry really costs

A single missed call feels like nothing. A handful of them, every week, for a year, is a different story. Here are the four quiet leaks, and what they add up to.



— THE LEAKS LEDGER

Four leaks, one total.

The weekly figures below are illustrative drivers for a busy solo trainer at \$80 a session, not a quote. Your numbers will differ. The value of laying them out is that the leaks stop being invisible.

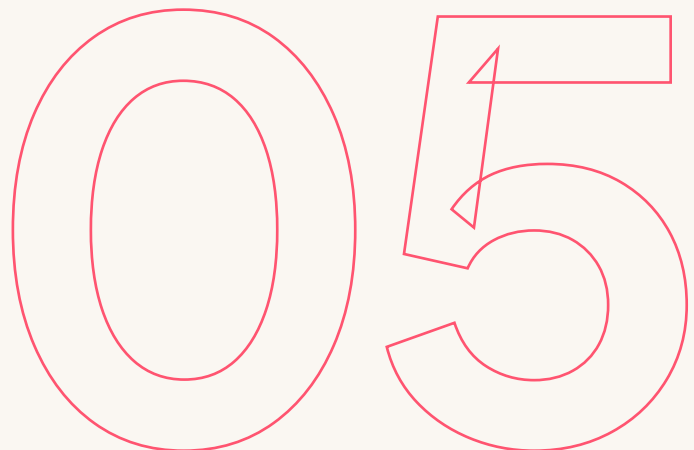
<p>Daytime enquiries that go cold ~6 a week ring out or sit unread while you coach; about half would have booked a paid intro (\$80 each).</p>	\$240 /wk
<p>After-hours enquiries lost overnight ~5 a week hit a voicemail or an unread inbox in the evening rush; the motivated ones book whoever replies first.</p>	\$160 /wk
<p>No-shows and late cancels ~4 empty slots a week with no confirmation or reminder sent, time you cannot sell twice.</p>	\$320 /wk
<p>Clients who finish a pack and drift No rebooking nudge, so ~6 sessions a week of lost continuation quietly leak away.</p>	\$480 /wk
The combined leak	\$1,200 /wk

That is roughly \$58,000 a year leaking quietly through four holes, none of which shows up on an invoice. You do not need these exact numbers to act; even at half the assumptions the annual cost dwarfs the price of closing it. A digital front desk addresses all four at once: it answers the enquiries that go cold, it works the evening rush, it confirms and reminds, and it nudges every client to rebook. Section Eight builds the full model with your own numbers.

Figures are illustrative drivers for a single trainer and assume a \$80 session value across a 48-week year (\$1,200 per week is approximately \$57,600 per year). Replace every assumption with your own.

Your scope, privacy and the line you never cross

This is the section that matters most for a registered trainer and the one most guides skip. What your scope of practice allows, how client health information is protected, and exactly how the agent is kept on the right side of the line.



YOUR REGISTERED SCOPE

The boundary you already work to.

Every registered exercise professional in Australia works inside a defined scope of practice. Under the AUSactive scope, a registered exercise professional may conduct pre-exercise health screening, assess fitness, manage safety and risk, and deliver safe and effective exercise programs for apparently healthy clients.² That is real expertise, and it is yours, not the agent's.

The same document is just as clear about what sits outside that scope. A registered exercise professional does not diagnose, does not provide therapeutic treatment or independent rehabilitation, does not give nutritional advice beyond basic healthy-eating information, and does not independently prescribe exercise for high-risk clients. Higher-risk clients can be trained, but only after a written referral to, and documented guidance from, the client's treating medical or allied health professional.

A digital front desk has to respect that boundary even more strictly than you do, because it has none of your judgement. So it is built to do none of the professional work at all. It does not screen, it does not interpret a health answer, it does not advise on an injury, and it does not comment on nutrition. It books, it confirms, it reminds, and it hands anything that touches your professional judgement straight to you.

The agent never practises your profession. It protects the time in which you do.

Pre-exercise screening is the clearest example. The agent can send a new client the standard Adult Pre-Exercise Screening System (APSS) form and collect their answers, but it never reads those answers as a clinician would.³ Any response that needs interpretation, or any flag that suggests medical clearance is required, is routed to you before the first session. The screening decision stays where the rules put it, with the qualified professional.

2. AUSactive, Scope of Practice for Registered Exercise Professionals, 2021 (updated 2025). 3. The Adult Pre-Exercise Screening System (APSS) is the standardised tool developed jointly by AUSactive, Exercise & Sports Science Australia (ESSA) and Sports Medicine Australia (SMA), 2019.

THE SCOPE BOUNDARY, ENFORCED

How the line is held.

Section One set the rule: the agent handles the business, never the coaching or the professional judgement. This is how that rule is enforced in the way the agent is actually built.

THE AGENT WILL

- + Answer enquiries and book consults, trials and sessions against your rules

- + Send reminders, confirmations and rebooking nudges

- + Answer policy questions: prices, packages, timetable, location

- + Send the APSS screening form and collect answers with consent, unread

- + Hand over to you the moment a caller mentions an injury, condition or anything clinical

THE AGENT WILL NOT

- Assess an injury or decide whether someone is safe to train

- Prescribe exercises, write a program or correct technique

- Give nutrition or weight-loss advice of any kind

- Interpret a screening answer or a health disclosure

- Make any judgement that belongs to a qualified professional

HUMAN IN THE LOOP

You are never removed from the professional work. The agent is a layer in front of the admin, with clear escalation paths back to you and a standing instruction to hand over the moment a conversation touches screening, injury, health or advice. You set the rules; the agent keeps to them; you can see everything it did.

HEALTH INFORMATION IS SPECIAL

Treated as sensitive, by law.

The moment you screen a client, you are collecting health information, and in Australia that sits in a protected category. Under the Privacy Act 1988 (Commonwealth) and the Australian Privacy Principles (APPs) that flow from it, health information is classed as **sensitive information**, which carries a higher standard of consent, handling and security than an ordinary name and phone number.⁴

That framework has recently been strengthened. The Privacy and Other Legislation Amendment Act 2024 began the most significant overhaul of the Act in its history, including a new statutory right for individuals to take action over serious invasions of privacy. A small training business handling client health answers should treat that information with real care, not as an afterthought.

So a digital front desk is built to that standard, not retrofitted to it. It tells callers plainly that they are speaking with an automated assistant. Screening information is collected only with clear consent and for the stated purpose, recordings and transcripts are handled under your own privacy policy, and access is limited to the people who need it. Every interaction leaves an audit trail, so you can answer the question every operator eventually faces: what was said, and what was done with it.

This guide is general information, not legal or professional advice. Before you go live, confirm your own privacy obligations and your scope under AUSactive or your registering body with the appropriate adviser. What the technology gives you is a front desk that is easier to govern, with a clear record of every enquiry, not harder.

4. Privacy Act 1988 (Cth) and the Australian Privacy Principles; Office of the Australian Information Commissioner (OAIC), which classes health information as sensitive information. Reform detail: Privacy and Other Legislation Amendment Act 2024 (Cth).

Under the bonnet

You do not need to be technical to use this, but it helps to know what is happening when the phone rings. Here is the whole thing, in six parts.



HOW IT WORKS

Six parts, one conversation.

PART 01

It picks up and listens

The agent answers in a natural voice, straight away, and tells the caller they are speaking with your studio's automated assistant. It understands ordinary speech, accents and interruptions.

PART 03

It writes to your calendar

It connects to your scheduling or booking software through permissioned access, reads your live availability, and writes the confirmed booking straight in. No double entry.

PART 05

It works around the clock

Early mornings, mid-session and the evening rush are covered without you touching the phone. The calendar that greets you each morning is already filling.

PART 02

It follows your rules

Session types and lengths, prices, pack options, your timetable and who you take on: it works from the rules you set, in plain language, not from guesses.

PART 04

It escalates cleanly

When a call touches an injury, a health condition or anything clinical, it takes the details and hands over to you. It never offers an opinion, and it directs any urgent caller to triple zero (000).

PART 06

It reports back

Every enquiry is logged, transcribed and summarised. You see volumes, bookings and anything escalated, and you tune the rules from there.

Before you switch it on

You can stand up a working agent quickly. The trainers who get the most from it spend a little time first, getting the groundwork right. Here is what to map across two weeks.



— THE GROUNDWORK

An hour of mapping saves a month of patching.

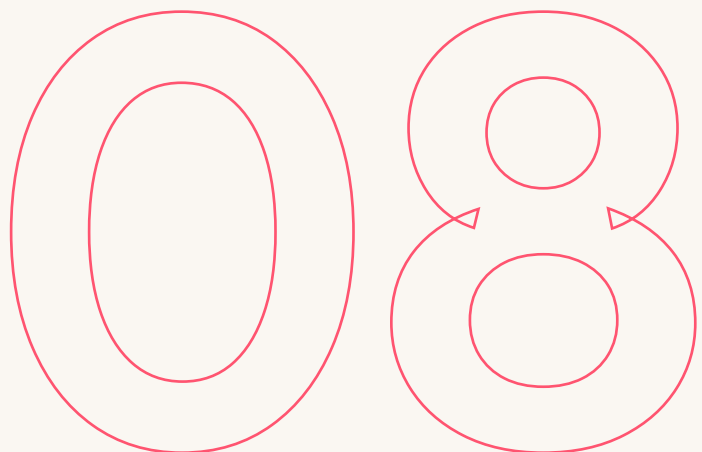
Getting an agent live is fast. The difference between a good launch and a frustrating one is whether you have written down the things you currently hold in your head. Work through this list before you go live.

- Your top ten reasons people enquire, in order
- Your packages, intro offers and how billing works
- What must always come to you, and how it reaches you
- Your pre-exercise screening form and where its answers go
- Consent wording for collecting client information
- Session types, lengths and prices, plain enough to read aloud
- Your booking rules: availability, buffers, cancellation policy
- The exact words for handing over an injury or health question
- Your reminder and rebooking timing and message wording
- Who owns the agent's rules and reviews its reports

This is a fortnight of light work, not a project. Most of it is writing down decisions you have already made informally. Once it is on paper, the agent can be set up to match exactly how you already run, which is the whole point: it should sound and behave like your studio, on its best day.

Building the business case

An illustrative model, not a promise. Plug in your own numbers and the shape of the return tends to hold: it pays for itself on captured enquiries alone, before you count the renewals.



— AN ILLUSTRATIVE MODEL

Where the return comes from.

A worked example to show the mechanism, not a quote. The numbers are illustrative and rounded; replace them with your own. The point is that the returns stack, and the first one usually covers the cost by itself.

THE SCENARIO · A BUSY SOLO TRAINER

Takes roughly 12 enquiries a week across calls, forms and messages, and misses about 6, mostly mid-session and in the evening. Charges \$80 a session and runs a full week of training. Loses a handful of slots to no-shows, and a steady trickle of clients who finish a pack and are never nudged to rebook. Works a 48-week year.

Where the return comes from	Illustrative annual figure
Captured enquiries 6 missed enquiries/wk, half of whom book a paid intro once answered promptly: $3 \times \$80 \times 48$ weeks. The biggest lever, and the lifetime value of a client is far higher than one session.	\$11,520
Reduced no-shows Reliable confirmations and reminders recover ~ 4 slots/wk $\times \$80 \times 48$ weeks, time you can no longer sell once it has passed.	\$15,360
Renewals and rebookings Automated nudges when a pack ends keep ~ 6 continuation sessions/wk $\times \$80 \times 48$ weeks that would otherwise have drifted away.	\$23,040
Admin hours returned About 5 hours/wk off the phone and the inbox, at a \$45 fully-loaded rate $\times 48$ weeks. Capacity, not cash, but real.	\$10,800
Cost of the agent Indicative annual platform cost for a single-trainer business, plus the groundwork time in your first fortnight.	(\$6,000)
Net illustrative return Recovered revenue and returned hours, less the cost of running it.	\$54,720

Read it conservatively and the case still holds. Halve every assumption and the model clears the cost of the agent several times over, on captured enquiries alone, before the renewals and the returned hours are counted. We will build this with your real numbers in a short call rather than ask you to take a generic figure on faith.

What you don't need

Some of what holds trainers back is not cost or risk, but a set of assumptions that are simply not true. Here are the ones worth retiring before you start.



MYTHS WORTH RETIRING

Less than you think.

YOU DON'T NEED

- To hire a receptionist. The agent takes the repetitive layer, at a fraction of the cost

- To change your booking software. It connects to what you already use

- To be technical. The rules are written and changed in plain language

- A long setup project. A working agent is a matter of days, not months

- To let it near coaching or screening. By design, it never goes there

YOU DO NEED

- + A clear picture of why people enquire, and your prices and rules

- + Agreement on what always comes to you

- + Your screening form, privacy and consent wording confirmed

- + Ten minutes a week to read the reports

- + A willingness to start with one job and grow from there

The honest summary is that the barrier is smaller than the reputation of "AI" suggests. You are not rebuilding your business. You are adding a reliable, well-governed layer to the front desk and keeping a firm hand on what it is allowed to do.

In practice

Three composite trainers, drawn from the kinds of businesses this technology suits. The names are illustrative; the situations are not.



COMPOSITE CASE STUDIES

What changed, and how fast.

COMPOSITE · SOLO TRAINER

An independent PT with a small studio

Coaching all day, enquiries answered at lunch if at all.

0

enquiries left to voicemail after going live, day or night

The evening rush, captured.

Most new enquiries came in after 6pm, when the trainer was finishing sessions and the caller was choosing between a few local options. The agent now answers in seconds, explains the packages and books a free consult, so the trainer wakes up to confirmed bookings instead of a silent inbox.

Within the first fortnight the renewal list, which had been rolling over for weeks, was worked through by the agent, and the calendar started filling further ahead.

COMPOSITE · GROUP TRAINING

A small-group and bootcamp operator

Classes back to back; waitlist never worked, gaps left empty.

Full

classes more often, as cancellations are refilled from the waitlist

The empty spot, refilled.

When someone cancelled a class, the spot sat empty because no one had time to call the waitlist. The agent now fills it automatically: it offers the place to the next person, confirms them, and updates the roll, so classes run fuller without the operator lifting a finger.

**COMPOSITE ·
MULTI-TRAINER STUDIO****A studio with four
trainers**

One shared phone line, enquiries handled differently by whoever was free.

4→1

trainers, one consistent front desk, every enquiry handled the same way

One front desk for four trainers.

Enquiries were handled inconsistently depending on who picked up, and screening forms were sent late or not at all. The agent gave the studio a single, consistent front desk: it routes each enquiry to the right trainer, books against each one's availability, and sends the screening form and consent wording the same way every time.

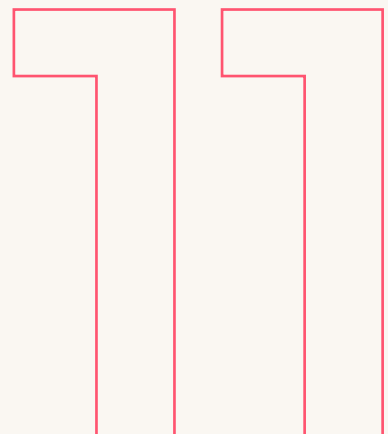
The trainers were freed from the phone during sessions, and the owner could finally see, in one place, how many enquiries came in and what happened to each.

A NOTE ON THESE EXAMPLES

These are composites built to illustrate common patterns, not named clients. Your results depend on your enquiry volume, your prices and how you choose to use the agent. We are happy to talk through a realistic picture for your specific business.

Questions trainers ask

The questions that come up in almost every first conversation, with straight answers.



FREQUENTLY ASKED

The honest answers.

Will clients know they are talking to an AI?

Yes, always. The agent tells callers plainly that they are speaking with your studio's automated assistant. Transparency is a requirement, not an option, and they can ask for you at any time.

Can it give training, injury or nutrition advice?

No. It does not coach, screen, assess an injury or advise on nutrition, by design. If a caller raises anything clinical, it takes the details, books them in for you and escalates. The whole guide is built on that boundary, and it keeps you inside your scope of practice.

Does it work with my booking software?

It connects to common scheduling and booking systems through permissioned access, reading your live availability and writing confirmed bookings. We confirm compatibility with your specific system before you commit to anything.

Where does my client data go?

It is handled under your own privacy policy and the Australian Privacy Principles, with health screening answers treated as sensitive information, collected only with consent and held within boundaries you control. Every interaction is logged.

Will it make my business feel impersonal?

The opposite, in practice. The agent handles the repetitive admin so you have more attention for the person in front of you. Clients get an instant, helpful reply at any hour, and the real relationship still happens with you, on the floor.

What happens when an enquiry is unusual or sensitive?

It hands over. The agent is built to recognise when a conversation has left its rules or needs your judgement, and to pass it to you cleanly. You decide in advance which situations always come to a person.

How long until it is live?

Days, not months. The groundwork in Section Seven is the main task, and most of it is writing down how you already run. After that, configuration and testing are quick.

Can it chase renewals and fill cancellations too?

Yes, and this is often where trainers feel the change first. Nudging a client to rebook before their pack lapses, and refilling a cancelled slot from the waitlist, is exactly the work an agent does patiently and without fail.

What if I want to change how it behaves?

You change the rules in plain language and the change applies to every conversation from then on. Consistency becomes a setting. You can also listen back and read transcripts whenever you like.

Your first seven days

A short, concrete path from reading this guide to a live agent answering your enquiries. Three steps, one week.



FROM HERE TO LIVE

Start with one job. Grow from there.

DAYS 1-2**Map the basics**

Work through the Section Seven checklist. Pin down your enquiry reasons, prices, booking rules, escalation points and screening hand-off. This is the real work.

DAYS 3-5**Configure and test**

We set the agent up to match your rules, connect it to your booking software in a controlled way, and test it together against real enquiry scenarios until it sounds like your studio.

DAYS 6-7**Go live on one job**

Start with a single job, often after-hours enquiries or rebooking nudges, watch the reports, then widen its remit once you trust it. Small start, fast confidence.

THE ONE DECISION TO MAKE THIS WEEK

You do not need to commit to everything at once. Pick the single job that hurts most right now, the enquiries you miss mid-session, the evening rush, or the renewals that never get chased, and let an agent take just that. The rest follows from what you learn.

When you are ready, the best next step is a short walkthrough where we build a realistic picture for your business: your numbers, your rules, and a clear view of what the agent would and would not do. No generic figures, no pressure.

Answer every enquiry. Never cross the line.

A digital front desk that works your enquiries, your renewals and your reminders, governed by your rules and kept firmly clear of coaching, screening and advice. Built for Australian personal trainers.

TALK TO US

Agentic.ai
Book a 20-minute walkthrough for your studio

ABOUT THIS GUIDE

General information only.
Not legal, privacy or professional advice.
Confirm your obligations and scope with the appropriate adviser.