INDUSTRY GUIDE · GYMS AND STUDIOS · 2026

Your Gym Is Open 24 Hours. Your Desk Is Not.

Sorting a club's calls, answering them when nobody is at the desk, and handling cancellations the way the law now expects.

> Most gym phones were set up for a staffed desk. Most clubs and studios have one for a fraction of the week. Plan for the **empty desk:** list the calls you really get, then give each one a lane.

The three lanes

Lane	Calls	When
A person on the desk	New member enquiries, account questions	Staffed hours, with overflow
The AI agent	Prices, timetables, trials, tours, freezes, messages	Unstaffed hours and overflow
On-call manager	Locked in or out, door faults, incidents, upset members	Any hour, transferred with context
Triple Zero (000)	Anyone hurt or in danger	Always first. Not a phone system job

Calls a club actually gets

- Membership and trial pass enquiries
- Class bookings and waitlists
- Freezes and cancellations
- Direct debit questions
- Fob, door and app problems
- Lost property and PT bookings

What the AI agent does

- Answers from your timetable, prices and policies
- Books tours and intro classes into a calendar
- Texts a confirmation from the club number
- Records, transcribes and summarises every call
- Transfers urgent calls to the manager

Set it up in this order

1. **List last month's calls** and put each in a lane.
2. **Set time rules per site:** desk first when staffed, agent when not.
3. **Load the agent** with timetable, price list, freeze and cancellation policy.
4. **Name the on-call manager** and test a 5am transfer.
5. **Ring your own number at 2am** before members do.

Cancellations: fair, fast and written down

Queensland (48 hour cooling-off) and WA (7 days; cancel by simple email) have mandatory fitness codes. NSW tells members to cancel in writing. The ACCC has warned gyms about "No Contracts" claims. The **Unfair Trading Practices Act 2026** commences **1 July 2027**: subscriptions need a straightforward, easy-to-find way to cancel. If members ring, **accept, record, confirm in writing**. General information only.

SMS to members

Message	Type	Needs
Class reminder	Factual	Identify the studio
Waitlist spot opened	Factual	Identify the studio
Freeze confirmed	Factual	Identify the studio, keep a record
Discount on a class pack	Marketing	Consent and unsubscribe

Multi-site and franchises

- One published number, routed by club, hour and queue
- Each club keeps its own local number and greeting
- One AI agent per location, managed from one portal
- Reporting rolls up across every site

Illustrative: two-site pilates studio

Item	Price (vocphone.com/pricing, 16 Nov 2026)
4 users, 36-month term	$84.90 for 3 users + $30 = $114.90 a month
Setup and porting	$0 and $0
AI phone agent	Priced separately, ask for a quote

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