rapyder
Solutions, Simplified.

customer:

WTF GYM
FITNESS SIMPLIFIED

Industry:
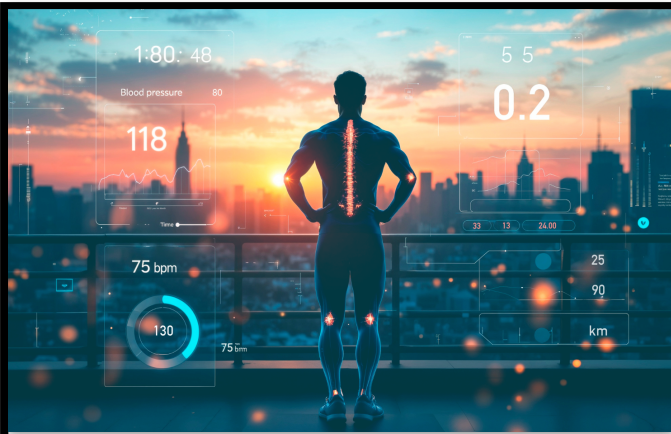
Health and Fitness Technology

Offering:

AI-powered meal validation and nutrition analysis services

AWS Services Used:

- » Amazon S3
- » AWS Recognition
- » AWS Lambda
- » Amazon API Gateway
- » Amazon Bedrock

Enhancing
Sales Intelligence with
AI for WTF Gym
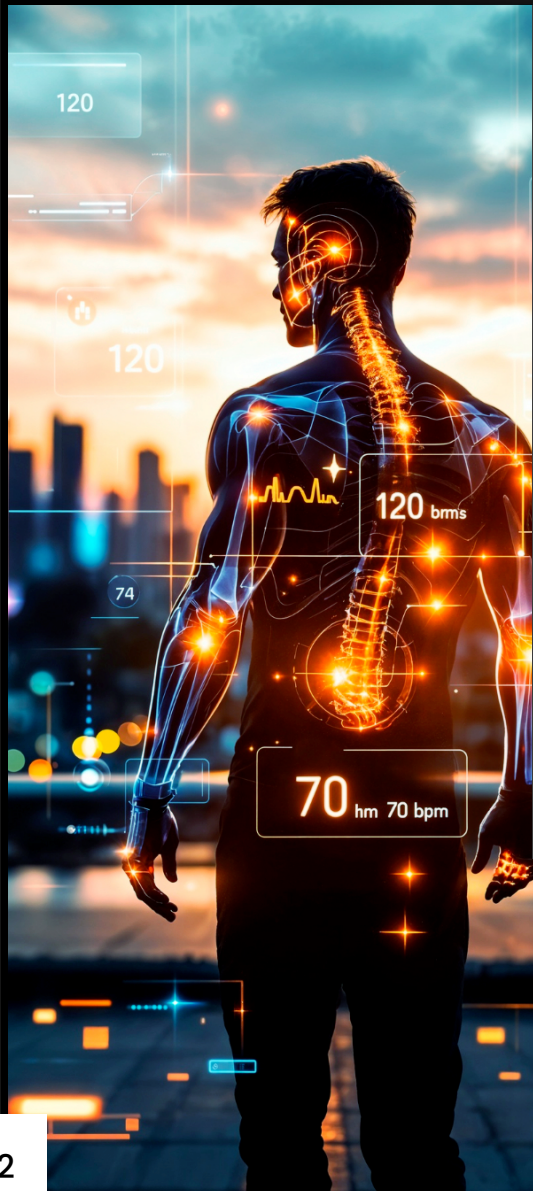
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75-

Time

Introduction:

WTF Gym is a fast-growing fitness brand offering premium, affordable workout experiences through its WTF App and fitness studios. The company also empowers small fitness businesses with digital tools to streamline operations and boost revenue.

Business Need:

WTF Gym needed an AI-driven post-call analytics solution to help its sales team:

» Understand customer sentiment
» Extract key insights efficiently
» Personalize sales pitches
» Improve conversions across multiple languages

Solution Approach:

Rapyder implemented an intelligent analytics engine powered by AWS:

» **Amazon S3:** Secure audio storage

» **AWS Lambda:** Automated audio processing

» **AWS Transcribe:** High-accuracy multilingual transcription

» **AWS Bedrock:** Validation & quality checks

» **Amazon DynamoDB:** Fast, scalable database for insights

» **API Gateway:** Quick access to call intelligence

Result: A fully automated pipeline that converts every customer call into structured, actionable insight.

Reaping Rewards:

» **Improved Sales Performance:** Better multilingual engagement & pitch effectiveness

» **Automation & Efficiency:** Manual review eliminated; insights generated instantly

» **Smarter Decision-Making:** AI recommendations improved objection handling & follow-ups

» **Higher Conversions:** Action items and summaries led to faster closures

» **Scalability:** Handles increasing call volumes effortlessly

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