



Customer Success

About TRAZER + Kick-Off

Committed to Your Success

Our Customers' success is ours. When TRAZER says we want to help every body move better, we're not simply referring to physical movement. Our commitment to helping every body move better is both for end Users the organizations leveraging TRAZER to deliver better Brain + Body™ outcomes .

Everything we do is centered on our Core Values and drive to be:

✓ INNOVATIVE

WE ARE CREATIVE

We meet every challenge with creativity guided by experience, practicality, and determination to deliver products and services that advance human performance and the industries we serve.

We question what is to achieve what can be.

✓ INTREPID

WE ARE FEARLESS

Fear hinders exploration and action. We think, act, and operate respectfully and responsibly, but without fear. We meet adversity and challenge with courage to blaze new trails.

Challenge is how we work our core.

✓ INCLUSIVE

WE HARNESS DIVERSITY

We appreciate and value input, individuals, and ideas from across our company and humanity. We believe it is the diversity of our experiences and backgrounds that powers us collectively to be One Team with One Goal.

It takes many to make One Team.

✓ ACCOUNTABLE

WE ARE RESPONSIBLE

We hold ourselves, our team, and company accountable for our words and actions.

We do what we say we will.

Financials | Business Team Meeting

TRAZER is only a solution if it works for your business. Immediately upon signing your agreement with TRAZER, our CS and Marketing Strategy Team will meet with your senior leadership team. In this Business Team Meeting, usually 60 - 90 minutes, we'll work to gain an understanding of your organizational priorities. In this foundational session, we'll gather the necessary information to help you optimize TRAZER.

- Discuss Organizational Goals and Priorities (increase in Members, Staff Retention, Visits, etc.)
- Understand your Success Metrics and Key Performance Indicators
- Understand your Member Demographics, Use History, and Attrition
- Understand your Membership and Personal Training Pricing Models
- Discuss Promotional Strategies | Demand & Lead Generation

Our Team will incorporate your goals into our approach to Onboarding & Training, to ensure that your Personal Trainers and Staff are ready to hit the ground running. We'll establish milestones and quarterly check-ins to help ensure the program is on track.



Customer Success

Onboarding + Trainer Certification

Onboarding

The TRAZER Onboarding process can have you up and running as fast as your Team needs.

The standard Onboarding process is as follows:

1. Kick-Off Call with Program Directors (Super Admin(s))

**TRAZER Super Admins are those who have full access to the system and manage it internally.*

The Super Admin(s) will receive an email introduction from their Customer Success Representative (CSR), who will serve as their point of contact throughout their time with TRAZER and will begin by scheduling the Orientation call.

- Orientation to TRAZER and the Onboarding Process
- Discuss Shipment Details and Timeline, and the option to walk through the unit setup process
- Review the Onboarding Plan and set target dates for milestones and completion
- The TRAZER Portal: Understanding, Using, and Managing it
 - Program Directors will designate Site Admins and Personal Trainers and create them in the System

2. Product Demonstration (online)

The TRAZER Team will conduct an online demonstration for all stakeholders - Admins, Personal Trainers, and Staff that will be involved with TRAZER so they have an understanding of:

- The Features & Benefits of TRAZER
- Key Differentiators - TRAZER is not a treadmill
- Techniques to leverage TRAZER to disrupt Members' monotonous routines and use reporting as a personalized Report Card to track progress and results
- Overview of the self-paced Onboarding process

3. TRAZER XP 101 COURSE (online or via live Webinar)

Your Team has the option of completing the course online self-paced or attending a Webinar where our CSRs walk them through the course and knowledge checks. Learning objectives are:

- Gain a comprehensive understanding of what TRAZER is and how it works
- Master using the equipment and navigating the software
- Learn to speak about TRAZER with Members
- Learn to create User profiles, select, and start Activities
- Understand the structure of TRAZER Reports
 - Advanced training on interpreting the reports

4. TRAZER XP 201 COURSE (online or via live Webinar)

Your Team has the option of completing the course online self-paced or attending a Webinar where our CSRs walk them through the course and knowledge checks. This course prepares Trainers to optimize their use of TRAZER and enhance the experience for Members and training Clients. Learning objectives are:

- Gain a comprehensive understanding of TRAZER Activities
- Learn the purpose of Activity Categories
- Understand the types of Activities as they relate to our 4 Pillars



Customer Success

Services + Support

5. TRAZER XP Portal Course (online or via live Webinar)

Super Admins and Site Admins have the option of completing the course online self-paced or attending a Webinar where our CSRs walk them through using the HIPAA-compliant TRAZER portal. Learning objectives are:

- Learn the value of objective data by each of the 4 Pillars
- Understand the Key Metrics tracked and reported and how to interpret them to Member and Clients
- Comprehend Reporting Structure and Analysis of the Report
- Understand and use Comparison of Reports Over Time

6. Live Expert Sessions

Your Team will have the opportunity to enhance their onboarding experience with Live Sessions led by TRAZER Product Experts. Weekly offerings include in-depth coverage of TRAZER XP levels 101, 201, and 301, as well as comprehensive insights into navigation the portal.

7. Knowledge Challenge

Your Team will have the opportunity to participate in our Knowledge Challenge to test their learning and identify areas where they may need additional support.

8. Team Review Meeting

We'll discuss how TRAZER will be integrated into daily operations, guidance on accessing resources, and support channels for your Team. We'll end with a final Q & A session and your Team will be ready to go.

9. Onboarding Review with Program Director

- Discuss Team Utilization, Onboarding Progress, and TRAZER Knowledge Checks
- Provide Activity suggestions based on Organizational Goals
- Revisit success metrics and personalize support and communication cadence for Site Admins

The Train the Trainer & Master Class Experience

Train the Trainer: Certification Opportunity

This certification empowers Providers with the proficiency to deliver TRAZER services effectively to diverse client populations. Upon completion of this training, Trainers will possess the capability to conduct comprehensive brain and body assessments, interpret reports, and tailor workout programs to meet the unique needs of their clients.

Master Class

Annually, customers have the opportunity to attend the Weekend Intensive led by industry leaders, offering a unique and immersive curriculum. Engage in hands-on experiences with TRAZER, applying knowledge gained and collaborating to brainstorm innovative approaches for achieving superior outcomes



Customer Success

Services + Support

Beyond Onboarding

There is always more to learn about TRAZER! The following tools are available 24/7.

+ TRAZER University

TRAZER University includes everything from Installation and User Manuals for the TRAZER Unit and Portal to Social Media Kits.

+ Knowledge Base

The TRAZER Knowledge Base features information in article and video formats to help Troubleshoot issues to How To information.

+ Advanced Webinar

Monthly webinars featuring industry leaders who will guide discussions on advanced strategies for optimizing TRAZER with your users. Acquire valuable insights into industry best practices and real-world case studies that will empower your organization to enhance user experiences.

+ Customer Newsletter

Includes How To's and Quick Tips, links to upcoming Training events, Webinars, and industry events. These also highlight new releases of product features and other relevant industry-specific news items.

Support

In addition to a dedicated CSR, TRAZER provides Technical Support in the format that works best for you.

+ Contact your CSR

Available by phone or email.

+ Contact Technical Support

Available by phone, email, or online ticket submission Monday through Friday 9 AM - 5 PM EST

+ Attend Weekly Office Hours

One day every week for an hour one of our Technical Support Specialists holds office hours online via Zoom for open stop in to ask questions, troubleshoot, and get live help with all things technical.

Launch-in-a-Box

The Team is excited to help you tell your Members and Training Clients about TRAZER. In addition to our own announcement via Social Media and adding you to our Where to Find TRAZER in Your Area page online, our Marketing Team provides the following to help you launch TRAZER.

+ YourHub

A dedicated, branded Hub linking information relevant to your industry and company so your team can have everything available in a single click. TRAZER U and the Knowledge Base will be linked on your Hub as will quick videos regarding any questions your team may have and Release Notes.

+ Promotional Channels

Digital Brochure with links to About TRAZER, Key Videos and Tools – available via Email and on YourHub including a video Guide to YourHub and the range of TRAZER tools including TRAZER University, Knowledge Base and other informational materials that will help your team maximize their use of TRAZER.



The Onboarding Experience

30-Day Timeline

Our Plan for your Success

Our commitment is to ensure every member of your team is confident utilizing TRAZER to achieve better Brain + Body outcomes in 30 days or less. That said, we will develop a customized plan to accommodate your needs.

WEEK 0

- ☒ Financials | Business Team Meeting

WEEK 1

- ☒ Kick-Off Meeting
- ☒ Product Demonstration
- ☒ TRAZER XP 101

WEEK 2

- ☒ TRAZER XP 201
- ☒ Live Expert Sessions (optional)

WEEK 3

- ☒ TRAZER XP Portal
- ☒ Live Expert Sessions (optional)

WEEK 4

- ☒ Knowledge Challenge
- ☒ Team Review Meeting

BEYOND

- ☒ Onboarding Review with Program Director
- ☒ Train the Trainer: Certification Opportunity
- ☒ Master Class
- ☒ Ongoing Support through YourHub

*Private sessions available by request.