

WeFit CEO sent a letter of apology to customers, admitting to uncontrolled flaw of Fitness model without limitation, when many people share the same account and practice up to 202 times / month

'Many expenses come from our failure to control the vulnerabilities of the unlimited training model such as: virtual booking, multiple users sharing the same account, some practice accounts up to 100 times per month - peak of 202 times / month ... We were wrong from the business model, until the wrong pricing of products, issued unreasonable sales policies and ineffective operation ', CEO WeFit Nguyen Hai Dang shares in his letter to customers.

After facing customer anger because of the policy of changing from unlimited episodes to changing points (whichever is the session), CEO WeFit / WeWow Nguyen Hai Dang recently sent a message of public apology. customers because of this "losing faith" policy, and at the same time announcing a new, neutral usage policy between customer interests and WeFit's viability.



" Through the incident, we and the entire WeFit team understood a lot of things, of which the most important thing is that we have lost faith, we have done a lot of our customers and customers once believed in. WeFit was disappointed. I read every single comment and understood your feelings: the sense of nonsense, the feeling of being disrespectful, and above all, the feeling of being RUSHED. "

"We are really heartbroken because of that, among the tens of thousands of customers, many have become close friends with myself. I would like to extend my sincere apologies to you. - WeFit customers, of WeWow ", CEO Nguyen Hai Dang wrote at the beginning of the letter.

WeFit "unlimited episode" time: Virtual booking, many people share accounts, have accounts up to 202 times / month

Post said nearly four years ago, a team of 12 people began to join hands to develop WeFit from their own training needs, with the desire to create a new way of training that is flexible, convenient and diverse.



WeWow CEO Nguyen Hai Dang.

Together with our partners, WeFit was born to help customers easily build and maintain workout routines. Customers can schedule a workout near the house, near the office, or anywhere, anytime with a variety of sports.

" We were delighted and proud to see WeFit customers training 2-3 times more often than customers exercising in a fixed room and then spreading the spirit of health training for many people. around".

Struggling with cash flow imbalance and cheating WeFit vulnerability facing virtual booking status, many users share the same account, there are accounts that collect more than 100 times per month - the peak is 202 times /month

But doing business with an unlimited set of models is not easy.

Pre-pay customers give WeFit a fixed amount and WeFit will pay for the partner gym on each customer use. The more customers go to practice, the more WeFit costs. There are times, WeFit calculates customers will only pay 20,000 VND / training session if regular exercise 30 times / 30 days / month. But reality is not only that.

" In fact, there have been many months where the cost we paid to the partner gym is greater than the revenue; besides, there are also many costs coming from our failure to control the loopholes of the training model.

unlimited as: virtual booking, many users share the same account, there are accounts that collect more than 100 times per month - the peak is 202 times / month, . "

"We were wrong from the business model, until the wrong pricing of the products, made unreasonable sales policies and inefficient operations, " Dang admitted.



After many attempts to change by increasing the price of products, offering check-in forms to ensure somewhat accuracy, . but everything seems not enough.

" The story of the imbalance of cash flow due to the product model kept accumulating over time and we had to make huge changes in the operating system. I still have faith in the value that WeFit brings, I believe WeFit really helps people lead a more active and healthy life. "

"If it weren't for those values, we probably wouldn't have started. We had to completely change the old paradigm, if we continued, we would definitely disappear - that's something no one wanted. and we cannot let that happen, "Dang wrote.

The new usage method was calculated based on the average demand of the entire customer and aimed to reduce WeFit's financial pressure, but WeFit management did not account for the loss and the wrath. plausible customers.

" We sincerely apologize to all of you for that. On March 10, 2020, we will announce a new mechanism to change the way WeFit is used. This mechanism will be better than that. prefabricated - will meet your needs maximum, however, it will still be somewhat more difficult than the package everyone is used to. "

"We will do everything we can to increase your rights: invite your gym partners to come back and expand with the new gyms. I hope that you can share and share with us. accompany us through this difficult time " , Posted the letter.

Prior to this message, information from customers said that WeFit CEO invited them to come directly to meet, listen and exchange, and offer a neutral solution so that customers are not too disadvantaged but the startup connects to the gym. / This spa is still maintainable.

WeFit was founded in 2016, an intermediary platform that connects users to the gym, then expands to a spa. WeFit was poured \$ 155,000 by ESP Capital at the end of 2017. In early 2019, WeFit announced that it successfully raised \$ 1 million from CyberAgent Capital.

Nguyen Hai Dang assumed the position of CEO WeFit replaced founder Khoi Nguyen in early February 2020 - a time of unprecedented difficulty for this startup before the scandal from both gym / spa partners and customers.

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