

bsport brings trustworthy AI to boutique fitness studios

The world's leading boutique fitness platform is bringing its first AI capabilities to studio operators, helping them understand what is happening in their business, decide what to do next, and delegate more of the operational workload to bsport.

[Barcelona, August 2026] bsport, the boutique fitness management platform used by more than 3,500 studios across 40 markets, today announced the availability of its first AI capabilities for studio owners and operators.

The launch marks a significant step toward the vision bsport has had from the very beginning: to go beyond being the system of record for studio operations and become an intelligent operating partner.

“This is not a new direction for bsport,” said Marc Capelo, CPO. “We have always been building toward a platform that acts as a genuine partner to studio founders. One that understands what is happening in their studio, tells them what to do about it, while letting them stay in control of the decisions that matter. We intend to leverage the recent advances in agentic AI to execute faster on that vision.”

bsport's approach starts with understanding each studio as it really is: who its members are, how it operates, and what it is working toward. From there, the platform helps operators identify what requires their attention and what to do next. Over time, it will take on more of the operational work itself, sharing the load while keeping studio teams informed and in control.

That is only possible if operators can trust what the platform tells them: every recommendation must reflect the reality of their business, and every action taken on their behalf must be carried out reliably.

Built for guidance studio operators can trust

bsport has spent more than five years working closely with thousands of boutique fitness businesses. This experience has given the company a deep understanding of how studios operate, the challenges their teams face, and the ambitions they are working toward.

A Pilates studio in London and a HIIT studio in Paris do not face the same risks and do not require the same responses. Because bsport brings member activity and commercial operations together in one platform, its AI can build a more complete understanding of studio performance and identify those differences. A decline in attendance may indicate that a member is becoming disengaged. Their membership history, payment activity, and relationship with the studio provide the additional context needed to understand the potential

impact and determine the right response. Recommendations reflect how the studio operates as a whole, not a single metric in isolation.

bsport is investing in the expertise and infrastructure needed to interpret these connected signals, identify meaningful patterns, and turn them into clear recommendations. Each capability is designed to give operators enough context to understand why something requires attention and what they can do next.

From business signals to clear action

bsport's AI direction is built around a clear ambition: help studio operators move from reviewing past performance to anticipating what is likely to happen next, then reduce the work required to respond. This vision is delivered through three connected layers: **context gathering**, to understand members and operations in real time; **operational intelligence**, to discover patterns and drive smarter decisions; and **AI automation**, to free studio teams to focus on what matters most.

The first capabilities already bring this vision to life. AI Churn Risk identifies members who are beginning to disengage before they cancel. AI Summaries turns complex performance data into a clear view of what is working and where attention is needed. Smartfill helps studios respond to underbooked classes by identifying relevant members and supporting the outreach needed to fill more spots.

These capabilities form the foundation for a broader layer of operational intelligence across bsport. Upcoming developments will add predictive member segments and revenue forecasting, helping studios identify opportunities earlier and make more confident decisions. AI Front Desk will give members fast, accurate answers while escalating to staff when human support is needed.

For studio owners, the impact is immediate. *"That's pretty cool. I don't have to answer the phone at 6 o'clock at nighttime when somebody asks the most obvious question,"* said a UK studio owner and early bsport AI tester.

As these capabilities develop, bsport will connect more business signals directly to action. The platform will be able to recommend an appropriate next step and carry out more of the work required to complete it.

Today's capabilities are the first step. bsport's product vision has always pointed toward a platform that works before you ask, understands the full context of a studio's operations, and handles more of the load so founders can focus on what they love. That vision shapes not just the AI features bsport is building, but how the platform itself is evolving. *"Boutique fitness is one of the most human businesses there is. That does not change with AI. What changes is how much time and energy founders have to invest in the parts that only they can do,"* said Zakaria Mansour, CEO.

Spokepeople

Marc Capelo - CPO

Zakaria Mansour - CEO

About bsport

bsport is the world's leading boutique fitness management platform. With AI built into key workflows, bsport connects bookings, scheduling, payments, marketing, staff management, and reporting into one platform that automates, adapts, and guides at every stage. Backed by local, multilanguage support teams who understand boutique fitness, bsport helps founders understand their members, deliver their vision, and grow sustainably, without losing what makes their studio special.

[Website](#) - [Video presentation](#)

Media contact

Esther Lanoë - press@bsport.io