



Case Study

FITX[®]

How FitX is making mental health a core part of its culture with
nilo – and boosting employee engagement in the process.

Über FitX

Founded in 2009, FitX is not Germany's second-largest fitness operator, with over 100 studios, more than 1,000,000 members, and over 3,700 employees. The company, headquartered in Essen, has a clear vision: FOR ALL OF US.

FitX aims to make fitness accessible to everyone. People are at the center – with on-site support, bookable trainer sessions, and a diverse range of classes.

This people-centered approach is also reflected in FitX's company culture: employee wellbeing holds a very high priority. With the goal of creating a healthy work environment, FitX systemically invests in mental health, wellbeing, and sustainable organizational development.



Image: FitX Deutschland GmbH

The starting point

FitX stands for a high-quality, people-centered fitness experience – and wants to live up to this standard as an employer as well. Appreciation, connection, and personal support are not only part of the promise made to members but also integral to the internal company culture.

Focus: FOR ALL OF US.

FitX places great importance on the wellbeing and development of its diverse team – regardless of role or location.

An internal analysis conducted as part of engagement management revealed a need for a structured, systematic approach to promoting mental wellbeing within the team. In 2023, the topic was deliberately placed on the strategic agenda – as a fixed component of the company's broader organizational development efforts.

FitX set out to find professional and easily accessible support for mental health across all roles and locations.



The solution

In its search for the right approach, FitX quickly realized one thing: it needed a digital solution with minimal administrative effort.

02

Professional setup
with a broad pool
of psychological
experts.

The
requirement
for the ideal
solution.

01

An intuitive and
low-threshold solution
that gives employees
across all departments
easy access.

03

In line with the
collaborative company
culture and the diverse,
multilingual workforce
at FitX.

The feedback was **incredibly positive** across the board. It came from all sides – because the offering is for everyone, fully reflecting the FitX vision: FOR ALL OF US.



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Why FitX decided on nilo



No administrative effort

Thanks to comprehensive implementation and support services, nilo was integrated into the existing infrastructure without extensive preparation.



Easy access

Employees don't need to install an app – they can use the platform directly through their browser. This significantly lowers the entry barrier and makes the offering immediately accessible to everyone.



Partnership-based support

FitX had a dedicated contact person who guided the implementation process, actively supported internal communication, and provided materials along the way.



Diverse formats

Whether individual coaching, group sessions, or access to the media library – nilo covers a wide range of formats tailored to the needs of the diverse FitX team.



50+ languages

nilo offers psychological support in numerous languages – a strong advantage for a diverse workforce.



Cultural fit

In tone, mindset, and appearance, nilo aligns perfectly with the DNA of FitX. Both organizations stand for openness, approachability, and a clear people-first focus.

The results

The introduction of nilo at FitX was met with great openness and positive feedback.

The platform was not only quickly adopted but is also actively used. Its impact can be seen on multiple levels – from a noticeable strengthening of company culture to measurable improvements in engagement management.



Image: FitX Deutschland GmbH

The impact of introducing nilo



1. Full acceptance across the entire company:

Whether studio managers, service staff, or the headquarters team – the offering was widely adopted, and feedback was consistently positive across all hierarchy levels and employment groups.



2. Strengthening company culture:

With its “FitX Family”, FitX fosters a culture of closeness and open exchange – and nilo supported exactly this mindset. A key success factor was the shift from isolated individual initiatives to a clearly structured, systematic offering.

Employees knew: „If I need something, there’s an offering – and I can use it independently and anonymously.“



3. Relief for leaders:

With nilo and its integrated leadership module, managers received a professional tool that lightened their responsibility – without removing it. Together with accompanying leadership trainings, this was perceived as a real added value.

4. Recruiting & Employer Branding:



nilo was actively integrated into benefit communications and became part of the company's employer value proposition. The clear message: at FitX, it's not just about performance – it's about people's wellbeing, too.

5. Measurable impact on engagement management:



Internal employee satisfaction improved significantly: the engagement score in the internal tool increased by several points within a year and now exceeds the industry benchmark.

This provides a clear, measurable proof that targeted investments in mental health can make a real difference.

nilo isn't just a helpful tool – it's seen as a true **sign of appreciation** that visibly **strengthens our culture.**



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Image: FitX Deutschland GmbH

Do you also want to improve
**mental health and company
culture** in your organization?

Then let's talk!

Book a call

