

CUSTOMER CASE

Dyne Advanced Analytics

Kieser Training fights back pain and muscle atrophy with statistics too

Kieser Training has also been working with IBM SPSS online survey software since 2009. SPSS Data Collection Web Interviews is not just efficient for online customer surveys, but also for scientific studies used for internal communication with the many Kieser Training branches and for personal surveys.

KIESER TRAINING

Strength training? Isn't that for lanky youths who want to build up their muscle, or for heavy youths? Wrong. This image is outdated. Today, it is common knowledge that strength training should be practised by every man and woman, young and old. Between the age of 25 and the day we die, our body loses 30 to 40 % of its muscle mass. If we take no remedial action, muscles are replaced by connective and fatty tissue. Werner Kieser has done something about this muscle reduction and developed from scratch a muscle training franchise system, which now has around 303,000 customers and 150 training establishments worldwide. „I go to Kieser“ has become a synonym for strength training in Switzerland. Werner Kieser developed his system based on the following consideration: muscle reduction is not an ageing process, but more often the result of a passive attitude and lack of exercise. However, movement on its own is not enough to keep the body working properly. The quality of the exercise depends upon the resistance it overcomes. Regulating this resistance with great accuracy and then applying it for preventive or therapeutic purposes is the aim of Kieser Training.

We have
been SPSS
(Schweiz) for
15 years.

Based on the findings of scientific research, Kieser Training offers health-oriented strength training as a preventive measure for general strengthening and – under medical supervision – as a therapeutic measure for targeted muscle building in serious musculoskeletal complaints.

Scientific studies prove success

Scientific proof is an important argument at Kieser Training. The central research department founded in 2002 undertakes the following tasks:

- Provision of methods from empirical research
- Implementation of scientific studies and projects
- Development and examination of training-related innovations such as new appliances and training methods.

For the different empirical studies, the Swiss-based research department, along with Anika Stephan and Dr. Sven Goebel, relies fully on IBM SPSS statistic software.



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More muscles, less pain

The desire to gain strength and reduce pain is the most important reason for starting this training. This information was revealed in a questionnaire carried out by the research department on around 3,000 customers. The training objectives of „general strengthening“, „pain reduction“ and „sports preparation“ were fully achieved or at least half-achieved by 60 per cent of customers in the first year of training; this figure rose to 80 per cent in the following years. According to sports scientist, Anika Stephan, this result is more than satisfactory. „It takes time for the body to adjust and therefore for the training to be successful“, she explains. The potential savings of medical costs is another interesting factor. Many new customers arrived with the goal of eliminating spinal pain or shoulder pain. Three out of four people who began the training were being treated by the doctor for pain or were taking painkillers. After one year of training, only one in two still required painkillers. Further studies showed that thanks to strength training, back pain and subjective health significantly improved and there was less recourse to medical help.

In a study that is still underway, Anika Stephan is examining a pool of around 7,500 people who completed Kieser Training under medical supervision between 1998 and 2007. She is recording, for example, the sensation of pain and status of strength before and after strength training.

At Kieser Training, statistical data analysis is not only used by the research department. The results of the study are also used by Marketing and, with SPSS Statistics, Anika Stephan is also evaluating new locations – in other words, through data analysis she is helping find optimal

locations for new establishments, so that existing ones will not be rivalled.

She is very satisfied with the tool: „The step to the new version turned out to be important and was worth it. Much about the new version is more user-friendly – for example, the new syntax editor, which is very practical and a lot clearer with its automatic proposals.“

Get new customers online and question them

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For a current decentralised study of the German market, the research department is developing an online data entry form, in which each of the 118 participating training establishments can enter the training data of their test volunteers. 500 people are taking part in the study – also with the SPSS statistic tool – drawn from 48,000 applicants. The participants train free of charge for six months. In this time, their measurements are recorded three times.

Anika Stephan is also very satisfied with Dynelytics' (formerly SPSS Schweiz) support: „If I run into technical problems, I get quick and reliable support and the problem is quickly solved.“

For customers, regular strength training with Kieser Training has become a life-long task. And for the Kieser Training head office, regular statistical analysis with SPSS software has become just as important. ●

MORE INFO

➔ Dynelytics contact person for online Business Analytics solutions:
Simon Birnstiel
s.birnstiel@dynelytics.com