

# Fitness24Seven

INTERNSHIP BY SELMA A DAHL



**Company:** Fitness24Seven  
**Location:** Lund  
**Time period:** 01.09.20 - 18.12.20  
**Departments:** HR, Sales & Marketing, Customer Service

Fitness24seven work in the global industry of health, wellness and fitness in Sweden, Finland, Norway, Thailand and Colombia.

## RECRUIT AND RETAIN

How can one, with a behavioural scientific education, help Fitness24seven limit their turnover regarding employees with good competence?

The project addresses how the company can acquire and

retain knowledgeable, capable employees and thereby limit employee turnovers. This will be done through various departments. After getting a wider understanding of the company, more focus will be put on specific processes.

## THE PROJECTS

**Understanding of the company:** Customer Service Norway and Social Media Norway.

**Study/Analysis:** Site Responsible Support analysis, Customer Service Norway analysis and Recruitment Questionnaire x2.

**Information platforms:** Development Plan and Fitness Online Academy courses x5.

**Recruitment process:** Interviews and Example cases for recruitment.

Implementation of several project segments with behavioural scientific grounding might influence the development of the company culture, encourage employees to set goals, grow personally, develop professionally and build a career at the company as well as making the recruitment at Fitness24seven a sustainable process. Through understanding and analysis I got a wider picture of the parts of the company that can be developed. I mostly focused on the public picture of Fitness24Seven and the competence of the employees.

## OTHER INVOLVEMENTS AND COOPERATIONS

Hospitality Trainer Introduction and requirement.  
Culture strengthening implementations.  
Sustainability Report.  
Personnel Handbook.  
Recruit and Retain conference.

## RESULTS

**Cost saving** through online training of employees, turnovers, and limit outsourced recruitment and temporary employees.

**Competence development** by supporting the best candidates, so they stay longer, by developing a development plan, Webinars and e-learning.

**Development of communication** through several languages, new perspectives and cooperation over borders.

**Theoretical grounding** through critical thinking, theories and communication from behavioural science.



## Extra material

[Information sheet](#)

[Recommendations for interns](#)

[Personal letter](#)

[LinkedIn](#)

[CV](#)