

## Effectiveness of Artificial Intelligence Integration in ERP Systems for Fitness Centers

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**Abstract.** In the competitive and dynamic context of the fitness industry, fitness centers must optimize internal operations and provide personalized experiences to attract and retain customers. Integrating Artificial Intelligence (AI) into enterprise resource planning (ERP) systems offers an innovative solution to these challenges. For this reason there is a trend of implementing AI in ERP, focusing on process automation, service customization, predictive analysis and decision optimization.

Fitness centers are no longer just places where people exercise; they have become providers of services that include personalized training, nutritional counseling, and personal exercise programs. In such a competitive environment, these centers must maximize operational efficiency and provide personalized service to remain attractive.

Enterprise Resource Planning (ERP) systems are critical to effectively managing these centers, centralizing and optimizing workflows, resources and information. Technological evolution, especially in the field of Artificial Intelligence, opens new horizons for improving ERP functionalities, offering

opportunities for automation, customization and optimization of processes at an unprecedented level.

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