

The Core Exercise Clinics were created by two of the country’s foremost market leaders: David Lloyd Leisure, Britain’s leading premium health club brand – and Bupa, the UK’s leading provider of private health cover. The CEC delivers a health club experience but one that is very different from the normal industry offering. By paying attention to the build, fit out and ambiance it has alleviated many of the barriers that typically put people off joining. The membership journey is also very different and offers a genuine high support experience delivered by high quality instructors ensuring that members improve the quality of their life with a personalised approach.

State of the art Technogym and Keiser equipment is provided in the clinics, along with bespoke exercise classes for all abilities. The ease of use of the equipment, as well as the data produced by the Technogym Wellness system are both integral to the success of the Core Exercise Clinic model.

GG Fit was tasked with optimising usage of the Wellness system at the Enfield Clinic. After a short study of member and workout data, three key areas were identified as needing focus; reducing the Core Experts (instructors) admin tasks, improving member knowledge, and reducing the overall drop-out risk. GG Fit ensured buy-in from all staff by involving them in the re-design process. Continuous monitoring and regular feedback kept everyone on track and up-to-date with progress.



Kate Henley, Manager at Core Exercise Clinic says, “The concept of the clinic is to offer much more than a gym, looking at lifestyle and behaviour counselling as well as providing a relaxed, non-judgemental environment in which to exercise. Our main strength is our team of Core Experts, and they now have more time to spend motivating their clients, working on individual programs, and using their core skills. The Wellness system really assists them with their service delivery, and allows them to assess trends and react appropriately.”

Objective

- Reduced instructor admin
- Improved member knowledge
- Reduction in drop-out risk

Benefit

- Instructors focus on core skills
- Increased member motivation
- Increased retention/reduced attrition

- Enhanced admin processes
- SOS contact
 - monthly program reviews
 - 3 month Core Assessment

Example; an SOS contact task is automatically triggered for any client who has not visited the club for over 15 days. The Core Expert will call or e-mail the client, with full workout and contact history at their fingertips through the Wellness Contact Manager. Task recurrences are set to trigger if the task conditions are still active.

“Many clubs kick-off with thousands of tasks per instructor, which is a very de-motivating place to start, particularly for someone who is not used to having a task list”, says Guy Griffiths, MD at GG Fit. “Technogym’s Wellness Contact Manager is a fantastic piece of software for any club, but it is important to start off slowly and build the profiles according to the requirements and methodologies of the club, rather than trying to work the other way round.”

Bupa’s Commercial Development Manager, Martin Noddings is very pleased with the outcome; “We already had great retention rates at Core Exercise Clinics due to the nature of the offering, but we are confident that we will see these improving further as a result of working with GG Fit.” The clinic’s ultimate goal is to be utilising as much functionality of the Wellness system as possible, to further enable the Core Experts to know everything about their clients in order to monitor and motivate them.