

BETTER INTERACTION UPHOLDS £68,000 IN MEMBERSHIP DUES



Retention Focus Delivers 10 Times Return On Investment

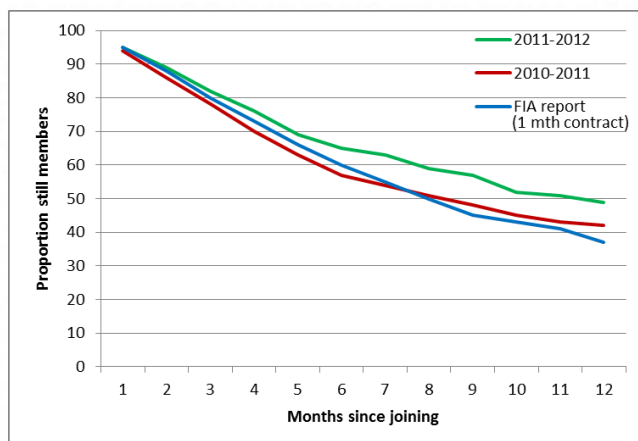
Haringey's 12 month member retention has been 42% for several years, but with increasing competition, something had to change. By improving member contact, 12 month retention is now 47%. The increased retention secured £68,000 of member DDs, over 10 times return on investment (ROI).

Competition, Cuts & Challenges

Over the last two years, Haringey's Leisure Centres at Park Road, Tottenham Green and White Hart Lane have faced many challenges. All now face stiff competition from budget clubs. Whereas the local Haringey leisure centre was the lowest price point, all memberships have now been undercut on price. On-going austerity has been very evident in the London Borough, and new member sales have been difficult.

Member retention needed to be a big focus in 2011, so GG Fit worked with the team on simple processes and reduced admin for the gym team.

The member journey was tracked using Contact Manager, and Technogym's Club 2.0 Aspiration Finder helped with member's exercise programming and interaction. Linking the Technogym Wellness System with XN front of house also increased efficiencies and accuracy in terms of member data.



Interaction Coaching

A key success factor was staff training. All gym staff had at least 2 interaction coaching sessions to give them the confidence and purpose to talk to members. These sessions also focused on using the Wellness System to reduce admin tasks and free up more time for member interaction.

Front of house staff also gained an understanding of the systems and justification for using Club 2.0. Management were involved at every stage, and worked closely with GG Fit on outcomes and effectiveness.

Main components

- ✓ Straightforward Member Journey
- ✓ Less staff admin, more interaction
- ✓ Interaction Coaching
- ✓ Club 2.0 Aspiration Finder
- ✓ Monthly Effectiveness Scores

Team Has More Purpose

Providing a better service to members has been rewarding for staff as well. The gym team has more purpose and more time to contact the members that matter. The system shows which staff are contacting most members, and whose contacts are most effective in terms of increased member visits.

Monthly staff KPIs, and team targets help create healthy competition and drive retention success.

Andy Briggs, Head of Operations is pleased with the positive movement in retention. "It's encouraging to know that our members are more aware of what we can offer and that we're retaining memberships during challenging economic times."



GG Fit Ltd
tel: 020 7617 7531
e-mail: info@ggfit.com
web: www.ggfit.com