

# CLUB 2.0 INCREASES VISIT FREQUENCY & REDUCES DROP OUT



## Members with Aspirations visit twice as much as others

Technogym's Club 2.0 has increased motivation at the LC. 1,000 members who completed Aspiration Maps are visiting twice as much and less likely to drop-out.

### Progression and Competition

The LC is home to Swansea's most state-of-the-art gym and luxurious spa, with a steady influx of new members, and good retention rates. The club boasts over 180 Technogym stations, 120 fitness classes every week, and a team of 12 dedicated fitness instructors.

GG Fit was called to integrate Club 2.0 into the member offering, provide professional staff development, and to help strengthen the LC's offering in light of the new budget clubs opening in Swansea. Reporting on progress and measuring success was key to the project.

### Club 2.0 Aspiration Finder

Technogym's Club 2.0 is a profiling tool that reveals a member's exercise aspirations. Staff at the LC use the member's Aspiration Map to know how to interact with each member, as well as recommending exercises and classes. All new members take the 2 minute questionnaire to discover their aspirations, and existing members are encouraged to take the survey in the club or over the internet.



In just 4 months, over 1,000 members had completed individual Club 2.0 Aspiration Maps, which merge to generate the club's Aspiration Map.

The Club Map shows that LC members are more focused on Power & Shape than Sport, but aspirations overall in Swansea are fairly even.

### Contact Manager

Technogym's Contact Manager is used to recognise new members in the club. The system triggers a welcome, and members also receive a touch base contact and first review within the first 45 days.

High risk members are identified on the "Who's In" screen, and staff are targeted to contact at least 80% of these members each week.

The system also contacts members by e-mail who have not visited after 21, 27, and 36 days.

### Interaction Coaching

All gym staff had four interaction coaching sessions over the course of a month to develop their communication skills and build confidence through workshops, role play, and interaction with real members. The workshops also focused on understanding the Wellness System, Contact Manager and Club 2.0.

Management engaged very closely in the project, particularly on the reporting and measurement of progress and effectiveness.

### Members Love Club 2.0

"Club 2.0 is now a part of the LC" says Dean Owens, Health & Fitness Manager. "Knowing members' aspirations makes it easier to approach them and help with their needs and goals. We give them even more attention now; they don't get that at any other club around here."



"Our members love Club 2.0 because it helps them understand their reasons for exercise, and it enables us to suggest workouts and classes that will appeal to them."



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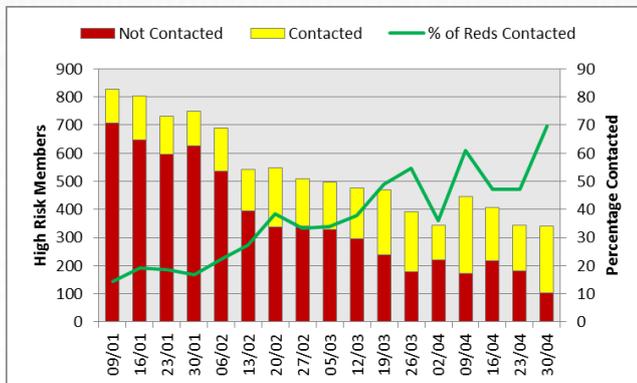


Classes are a big differentiator for the LC against the new budget competition, so it is vital for management to know how active members are, as well as understanding the share between class and gym usage. The Club Aspiration Map provides the balance and focus on different types of class. Members are also signposted to classes that are good for fun, shape, balance, etc.

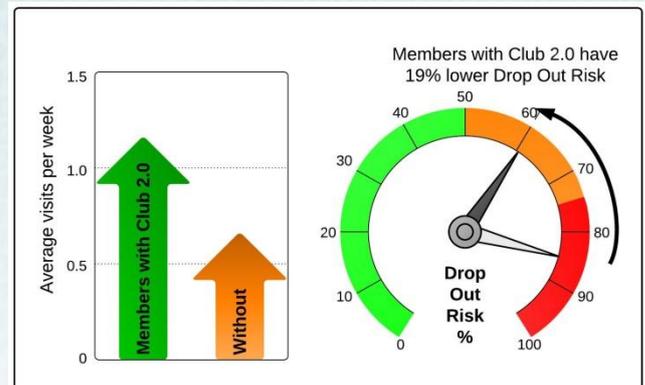
## Key Performance Indicators

- Active Member Percentage
- Class : Gym usage ratio
- New Member Journey Completed
- High Risk Members Contacted

Team and individual KPIs are reviewed weekly and monthly. Initially only 15% of high risk members were being contacted, now over 50% of high risk members are contacted every week. This is due to a combination of more actual contacts taking place, and the number of high risk members steadily decreasing.



After only 4 months, over a quarter of active members had completed their Aspiration Map. These members visit 1.2 times per week on average, whereas members not yet on Club 2.0 make 0.6 visits per week. Average Drop-Out-Risk for members on Club 2.0 is 63.2%, others are at 82.6%.



The motivational power of the aspiration tool is clear to see.

## Individual Aspirations Performance

Primary Aspiration	Percentage	Average Visits/Wk	DOR
power	20 %	1.2	63.0%
shape	20 %	1.2	62.7%
fun	16 %	1.1	68.8%
move	16 %	1.2	59.4%
balance	13 %	1.3	55.6%
sport	12 %	1.1	68.3%
No Aspiration (yet)		0.6	82.6%



Nic Beggs, General Manager at the LC is very happy with the outcome. "The team are working hard, and with the news that it is making a difference, we can push on and ensure all our members are completing aspirations. It is a great excuse to engage members even more!"



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