

Odyssey Members 30% More Active with Technogym's Contact Manager



More contact with members reduces Drop-Out-Risk by 28%

The Wellness System is our key to member retention and motivation

- Stephen Aucott



Active Members increase

Member contact raises visit frequency by 34%

Measurement and feedback on effectiveness of member contact

What is DOR?
Drop-Out-Risk is a long established indicator used by Technogym, calculated using attendance, program compliance, length of membership and age. The algorithm used is based on research by IHRSA and the FIA, as well as Technogym's years of experience in the health and fitness industry

Our members can see the benefits

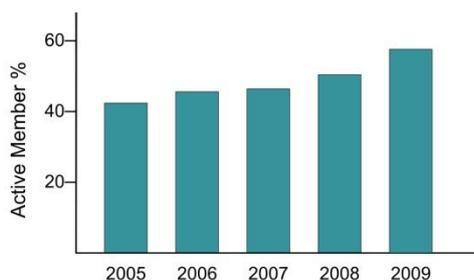
- Ian Riches



Active Member growth

Use of Technogym's Wellness key system at Odyssey Knebworth has increased year on year as more members recognise the benefits

Year on Year Active Member Increase



Odyssey use Contact Manager in a very simple but very effective way. The system has been configured to identify members with high Drop-Out-Risk (DOR), and instructors are notified when a member arrives in the club

Odyssey Club Director, Ian Riches sees the system as an invaluable tool; "Our members can see the benefits and are therefore using the key more, and our staff have more direction and focus, which is a great help. We can get a performance snapshot at any time from the Wellness System"

Benefits for Odyssey

Members

More productive contact with instructor, goal discussion & updated program

Instructors

Staff have reasons to talk to members, and receive feedback on results of member interaction

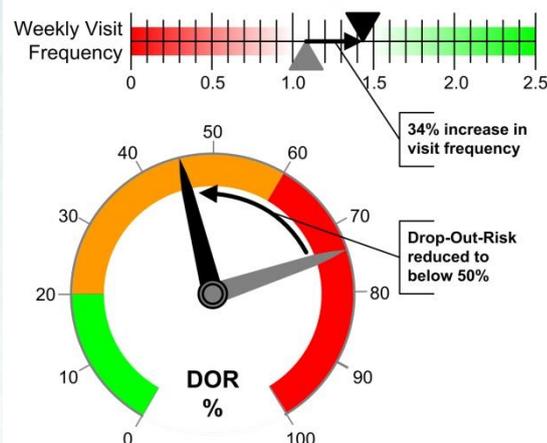
Management

Reports show effectiveness of staff and the key. Allows measurement of staff in a snapshot

Contact Increases Member Visits

Since implementing Contact Manager at the end of 2008, Odyssey has been remarkably successful in encouraging members to visit more regularly. By interacting with high DOR members, weekly visit frequency increases on average by 34%, and DOR is thus reduced

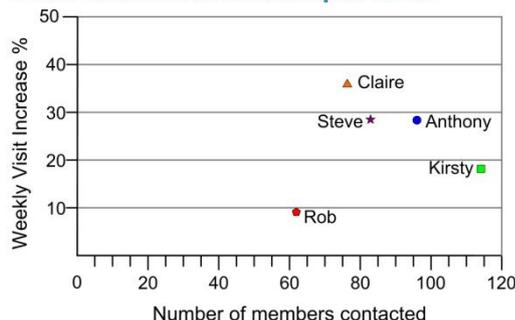
Effect of contact with high risk members



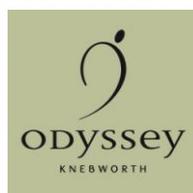
Staff feedback / measurement

The chart below shows members contacted and increase in visits following contact. All trainers had a positive impact; Kirsty contacted the most members (114), and Claire's contacts were most effective (visit frequency up 36%)

Staff effectiveness in April 2009



"Our goal is high customer service and this is reflected in high membership length" says Stephen Aucott, Operations Director "As our key retention solution, the Wellness System enables us to keep our members motivated"



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