

# Major Retention Improvements at SLL with Technogym's Contact Manager



## Retention improvements generated an extra £21,000 in 2008

### Instant access to member information

- Matt Saunders



#### First Month Visits %

Shows proportion of new members who make 5 visits in month one

#### Active Member %

Measures how many members have visited the club in the last 2 weeks

#### Programs Current %

Gauges members with a current training program, i.e. program has not expired

**8.5% increase in 12 month retention**

**2% reduction in year-on-year attrition**

**Increasing length of membership even with no minimum contract term**

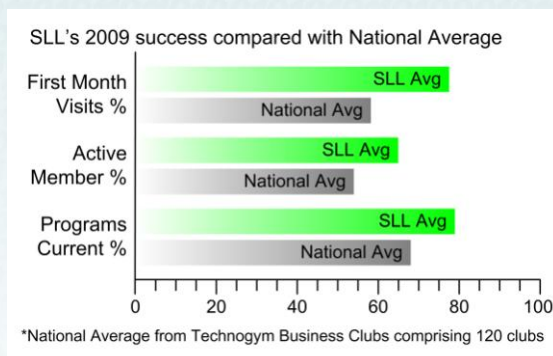
**Retention improvements are clear to see**

- Mark Jennings



### Wellness System

Stevenage Leisure Limited (SLL) has used the Technogym Wellness System at its clubs since 2004. SLL chose the Wellness System for member retention and to be able to report on staff and member performance. All five SLL clubs running the Wellness System are consistently among the top performers at Technogym's Business Clubs



Matt Saunders, SLL Contract Fitness Manager says, **"The Wellness System gives us instant access to member information and provides the tools and prompts to deal with them in a specific way"**

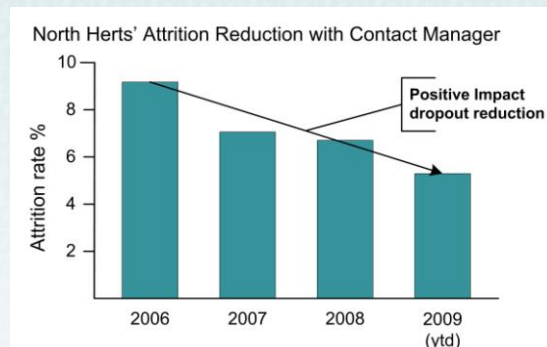
### Member Interaction

North Herts Leisure Centre (managed by SLL on behalf of North Herts. District Council) implemented Contact Manager at the start of 2009, and the club is already noticing further improvements in customer service. The system helps to track the member journey, particularly for new joiners, and triggers actions for low attendance and program renewals. Staff also cited the "Who's in" screen, surveys, and reports as being very useful bonus features

**"Retention improvements with Contact Manager are clear to see"**, says Mark Jennings, Gym Manager at North Herts. **"Instructors are directed to contact high priority members, rather than regulars. It is also a massive help with instructors' time management"**

### Improving Member Retention

North Herts' twelve month member retention increased in 2008 from 50.7% to 59.2%. Conversely, the 1,500 member club has seen a dramatic reduction in average monthly attrition (drop-out) from 9% in 2006; to 7% in 2008; with 2009 already below 6%



Even more impressive is that SLL do not mandate a minimum contract term, and yet membership length is also increasing. Average length of membership is now up to 17½ months, 2½ months longer than in 2007

North Herts LC alone generated an additional £21,000 in 2008 due to retention improvements. Based on first half results, this is expected to more than double in 2009

### Key Features for SLL

#### Who's In

Browser showing members present in the club and any necessary actions. Instructors can interact with members needing attention

#### Surveys

Member feedback via the Wellness System e.g. for QUEST/National Benchmarking. Increase in response rate from approx 100 to 700 per monthly survey

#### Reports

Visualisation of clubs and/or instructors performance. Illustrates strengths and weaknesses, motivates staff, and help staff to mentor each other and improve skills



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