

Measurement Key to Success for Member Interaction



Connect provides extra £25,000 revenue from 1,000 members in only 6 months

Connect is a terrific retention tool

Lynn Ardolino



20% retention increase in only 6 months

Average length of membership up by 2 months

Target to interact with 75% of high risk members in club each day

Figures from the system drive staff to interact with members

Rob Chappell

Simple, Effective Measurement

Measurement of member interactions is a major factor in the retention battle, along with convincing staff to interact in the first place. The Connect retention solution developed by Aquaterra Leisure allows clubs to do both in a simple but effective way.

Valley Leisure were looking for a new system to log and report member interactions at their Romsey Rapids site, and selected Connect in 2009, choosing simplicity and ease of use over the complex functionality of other systems on the market.

Ease of use:

- ✓ Simple ID system (instructor pin)
- ✓ Preconfigured task list available
- ✓ Optional notes field

Quick and Easy to Implement

In November 2009, after some brief training, Valley's fitness instructors started to use Connect to record member interactions. Senior Instructor Gerry Francis likes the photos and traffic light scheme, "It's great to be able to put a member's name to the face using the system and to be directed to talk to high risk members as a priority". In addition to the risk rating and number of interactions against each member photo, Valley use labels to flag members who have missed an appointment (A) and for GP referral members (G) to help with prioritisation.

Contact Effect

	Said hello		General		Total	
	No	Effect	No	Effect	No	Effect
Adam Walder	75	-0.5	10	-0.4	92	-0.5
Carol Saunders	22	-0.9	21	-0.4	45	-0.6
Gerry Francis	88	-0.5	9	-0.2	103	-0.4
Jenny Pawson	30	-0.6	7	-0.7	40	-0.6
Stu King	52	-0.6	4	-0.8	57	-0.6
Total	268	-0.6	51	-0.4	339	-0.5

The table shows number of interactions and average effect in terms of reducing risk.

Helps Team Motivation

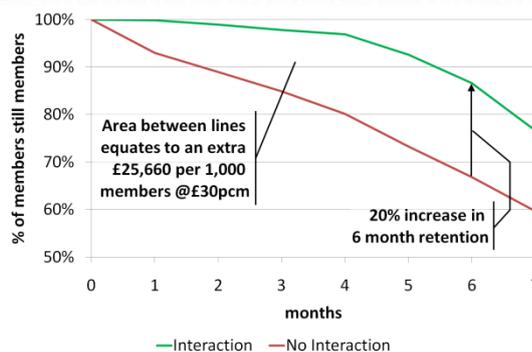
The gym team's target is to interact with 75% of high risk members who have been in the club each day, which is clearly a good team motivator, watching the staff work. Individual performance leagues also create a healthy competition between staff to ensure interactions happen, and more importantly, are recorded.

The daily and monthly reports are invaluable to the Fitness Manager, Rob Chappell who uses them to check missed interactions and effectiveness of staff and tasks. "Our instructors know that member interaction increases retention, but the system provides the figures to back it up, which drives them to actually talk to members and record the contact".

Return on Investment in 6 months

Interacting with members increased retention by 20% in only 6 months. For Romsey Rapids, this means additional £12,750 in revenue from 2009 joiners. As a benchmark, a 1,000 member club charging £30 pcm would see increased revenue of £25,660 over 6 months with equivalent results. Average length of membership is 2 months longer for members with interactions.

Effect of Interaction on Member Retention



Lynn Ardolino, General Manager is delighted with such great results after such a short time. "It is really good to know that the team is doing a great job of connecting with members, and that we are having a positive effect on people's exercise habits. Connect is a terrific retention tool".

connect®



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