

STICK AROUND SERVICE ADDS VALUE AND GETS MEMBERS BACK



Crow Wood members appreciate increased communication

Faced with competition from three new gyms in Burnley, Crow Wood Leisure has implemented several ways of adding value for members and improving retention.

About Crow Wood

Crow Wood is a private members club set within 100 acres of greenbelt woodland in the heart of Burnley, an award winning facility focusing on quality fitness, leisure and sporting activities, offering a wide range of membership options.

As well as staff developments and significant equipment upgrades, Crow Wood increased daily member communications through the Stick Around Service with GGFit. Initially, this targeted new members with email, SMS, and letters, but has grown to encourage absent members to return over the quiet summer months.

How it works

The Stick Around Service is powered by Cascade3d Communicate software, which links with the front of house CRM database, and sends messages to members based on various triggers. Filters used include membership type, status, age, and communication preferences. These are combined with join date and last visit date to send messages on a daily basis. Up to 4 communications are sent to members in their first month, depending on their visit patterns.

All messages, whether email, SMS or letter, encourage the member to seek an interaction in the club with a member of staff, whether for a programme review, attending a class, or just talking to reception. Messages alone have some impact on member retention, but by offering more staff contact, and following up on this with staff in club, more valuable member contacts take place.

Encouraging members to visit regularly

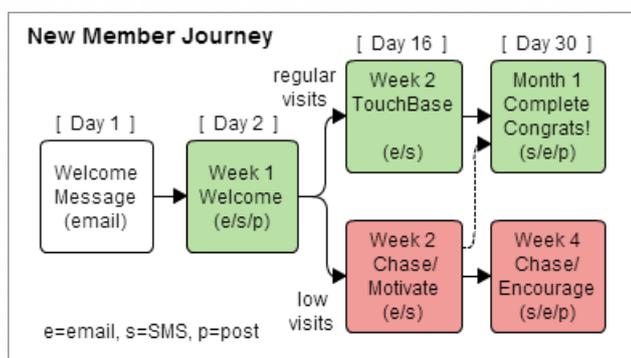
“We are constantly striving to ensure our members derive real value from being part of the club” says Oliver Brown, Director at Crow Wood Leisure.



“Regular visits ensure members become socialised into the fabric of the club and many new members often comment on their surprise to see so many regular faces from within the town. With the health agenda consistently rising up the news channels, this service helps us to ensure all of our members keep active.”

Management information

As well as knowing that messages have been sent to new and absent members, Crow Wood can also see how engaged their membership is at any point in time. Summaries of messages sent each week or month provide valuable business intelligence, particularly for absentees and who has returned. See over for examples of summary analysis.



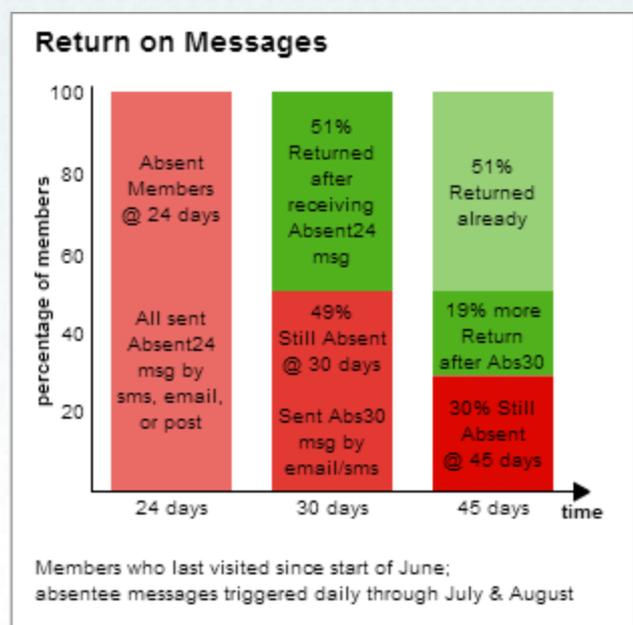
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Absentees receive up to 3 messages

If a member has been absent for 24 days, they receive an SMS, email or postcard, depending on their preferences. Thereafter, if they're still absent at 30 days, they get a follow-up email or SMS. Over half of absent members return in the week following the first contact, and the second message is even more successful; 80% of secondary messages get members back into the club. (Fewer members are contacted at 30 days, as post is not used as a second contact, and some emails bounce).

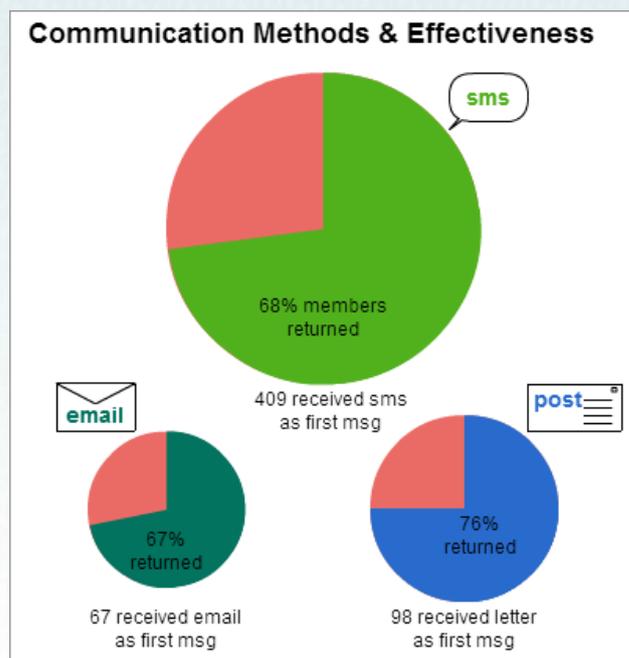


All absentee messages are personalised to be gender specific, and updated regularly to keep them relevant with what's happening in club and to ensure a member doesn't get the same message twice.

"Some absent members would possibly return without the messages, but we're not willing to take that risk" adds Oliver Brown. "Even if they were going to come back anyway, we've shown that we miss them and that we value their business. We're also more aware of the ebb and flow of our membership through the feedback we get from GGFIT. Going forwards, we may use the messages as a sales tool to persuade prospects to join knowing they'll get extra encouragement."

Messages motivate 70% to return

Although it is only used as a back-up, post is the most effective method of getting members to return, especially when you consider it is only currently used once. An SMS or email will be followed-up by another email or SMS if the member doesn't return by 30 days. Overall, 70% of members return by day 45.



A key feature of the Stick Around Service is to vary the message types sent to members, based on the triggers or member status as well as individual member preferences. Email is easy and cheap, but SMS and postcards or letters are more valued by members. Mixing communication methods gets a much better overall effect.



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