

STICK AROUND SERVICE INCREASES FIRST MONTH VISITS BY 10%



Preston increase customer service levels & engage more members

With good new member sales, Preston wanted to measure and improve length of stay with triggered, targeted member messages using Cascade^{3d} Communicate.

About Preston City Council

Preston City Council manage both Fulwood Leisure Centre and West View Climbing and Leisure Centre in Preston. Their vision is to help Preston residents to become the most physically active community in the region. Preston's high quality leisure facilities and services are key to inspiring and motivating more people to become and stay more active.

Preston introduced the Stick Around Service (powered by Cascade^{3d} Communicate) in 2015 at both sites to engage more new members early in their journey and to encourage absent members to return.

Motivating and Tracking New Joiners

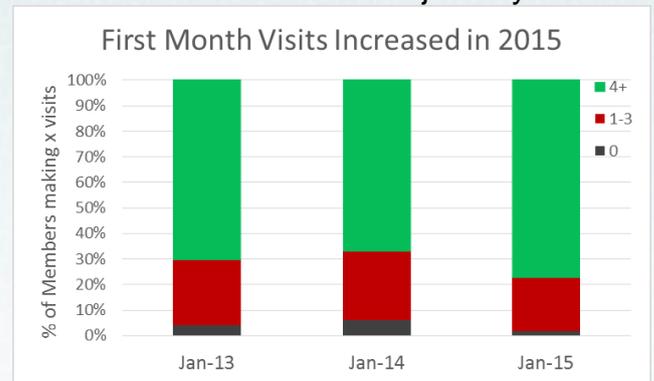
New members receive up to 3 messages by a combination of email, SMS, and letter, depending on their mailing preferences.

A welcome message is sent by email or letter shortly after joining, then a touchbase message by email or SMS on day 14.

Finally, a congratulatory message (SMS, email or letter) is sent on day 30 if the member has made 4 or more visits.

Members who visit less than 4 times in the first month get a more encouraging message, offering a review with an instructor.

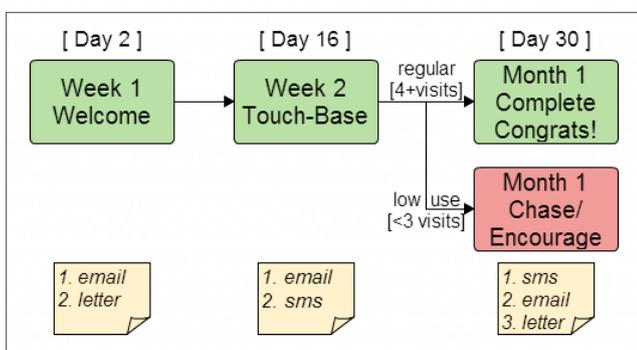
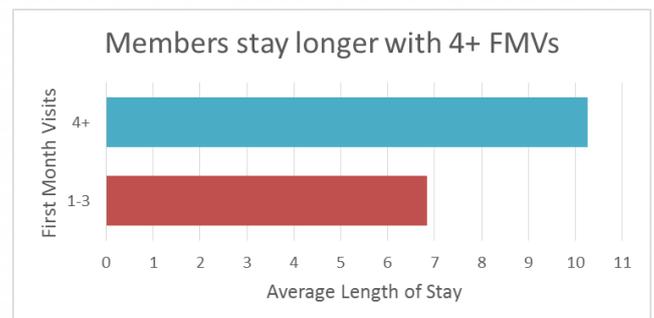
Comparing January joiners in the last 2 years, Preston normally see only around 70% of new members making 4 or more first month visits (FMVs), whereas in January 2015, 77% made 4 or more. The Stick Around Service firstly encourages members to make more visits, and also monitors the success of the new member journey.



Four FMVs increases stay by 3.5 months

Analysing the whole Preston member database shows that members who make 4 or more FMVs stay for 3.5 months longer than those who make 1-3 visits.

With 100 joiners per month (at £30 pcm), 10 members stay another 3.5 months, which yields an additional £1,050 per month from the improved new member process alone, before the gains from returning absentees.

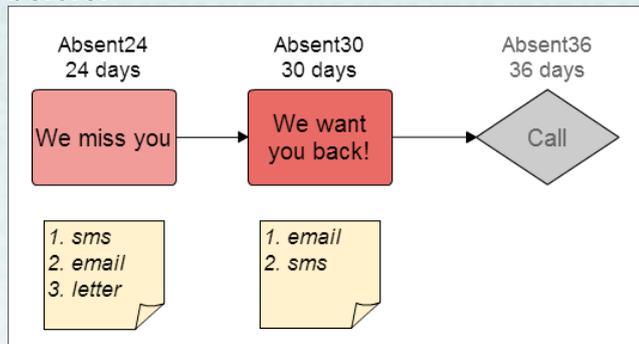


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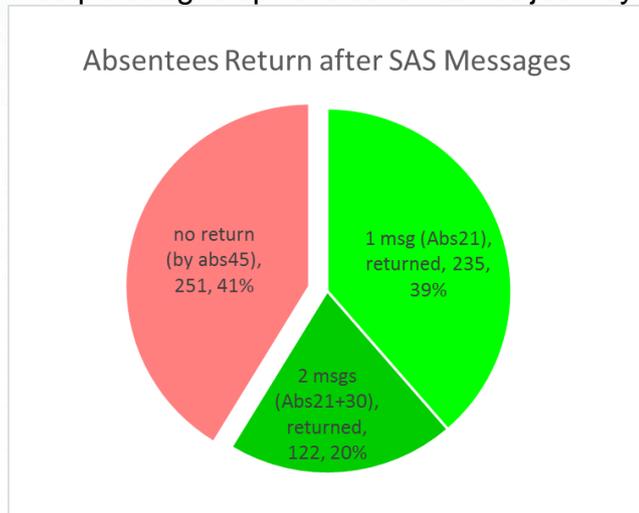


Encouraging Absent Members to Return

Absentee messages are triggered daily and sent to members who have not visited for 21 days and 30 days, by SMS, email, or letter, depending on members preferences as before.



608 existing Preston members became absent in January 2015, and all were sent the “We miss you message” by SMS, email or letter. 39% of those members returned before the second (Abs30) message was sent. Another 20% returned following the second message, sent by email or SMS. These impressive stats could be improved further by incorporating telephone calls into the journey.



Enhanced Service Gets More Members More Active

As well as the improved member service and management information, Preston City Council are pleased to be doing more to inspire and motivate their new and existing members.

“We’ve had the tools to send member messages [Cascade^{3d} Communicate] for a while now, but just not found the time to get the most from the software”, says Ian Heslop, Senior Membership and Marketing Officer at Preston City Council.



“GGFit ensures all the member messages are sent and help us to analyse the results in Cascade^{3d} Reports.”

“The return on investment is clear; we’ve boosted our customer service, and are getting more members to be more active.”

Now that new and absent members are getting a better service, we will be focusing on finding out more about leavers, ensuring they are still engaged where possible, and triggering quarterly ex-member campaigns to re-join them when they are ready.

To find out how the Stick Around Service can help your members, use the contact details below, browse www.ggfit.com, or follow @ggfit.



www.preston.gov.uk

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