

# Places Locker member app increases length of stay by 20%



## 6-month study into white-labelled Technogym app at Places Leisure shows marked increase in member engagement and provides staff with positive efficacy feedback.

Places Leisure implemented their Places Locker app as a white-labelled version of the Technogym mywellness app in 2017. It was rolled out as a solution for members and non-members alike. The aim was to increase their ability to fulfil their mission of creating active places and healthy people with a focus on improved engagement within their 96 centres with gyms.

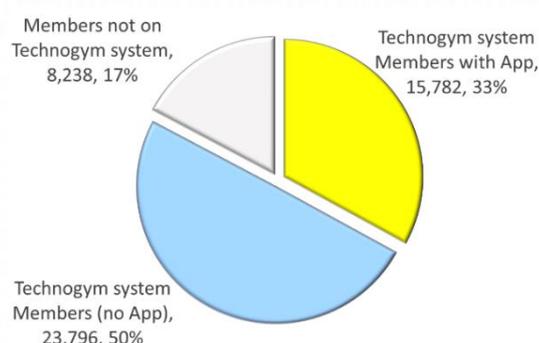
Jamie Brown, Head of Commercial Activities, Places Leisure: “The original remit for the app was to boost the visibility of activity levels both for customers and for the fitness teams at the sites they visit, but the solution delivers so much more than that.”

Places Leisure required measures and analysis of the effectiveness of their member engagement technology solutions. There was a feeling or belief amongst senior management that the tech works when used properly, but they needed evidence to demonstrate where and how the solutions work best. GGFIT, an independent consultancy specialising in data analysis and member retention were appointed to study the effect of the Places Locker App and mywellness cloud on member engagement.

The research focused on 14 Places sites, using membership data from the XnLeisure front of house system and the mywellness system. 447 thousand memberships were analysed (active and suspended), of which 139 thousand (31%) were present on the [Technogym] mywellness system. There was a total of 2.34 million visits over the course of 6 months from April to September 2018.

The analysis of live members showed that whilst the majority of Places members (83%) are on the Technogym system, currently 33% have downloaded the App and have a mywellness account.

\* members without an email address or other critical data (e.g. Date of Birth) in the XnLeisure front of house system are not automatically transferred into mywellness.



The difference in member engagement with the app is significant. Members who are not on the Technogym system or do not have the app visit 4.2 or 5.0 times per month on average. Members with the Places Locker App visit 50% more, 7.5 times per month on average (see over).

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As you would expect, more visits mean members stay longer. Consequently, there is a 20% uplift in average length of stay for members on the app.

All visit information and membership length stats were taken from the XnLeisure system.

There are a multitude of reasons why Places Locker members are more engaged, from activity and class bookings, tracking workouts, accessing fitness challenges.

Matthew Pearce, Area Fitness Manager for Places Leisure explains, “The app allows our customers to instantly book and amend their attendance. All users can link the app with other wearable technology such as Strava and SwimTag and take part in national challenges set by Places Leisure. The app has something for everyone.”

The members also benefit from a more personalised service from instructors since the insight allows instructors to interact meaningfully and relevantly with each customer. The best performing clubs like Places Leisure Eastleigh, Parish Wharf Leisure Centre, and Riverside Leisure Centre, which Places Leisure manage on behalf of Eastleigh Borough Council, North Somerset Council and Norwich City Council respectively, evidence best member engagement with up to 50% of members on Places Locker.

They also show better training programme renewal status, and member contact logging, such as “Gym Floor Interaction” and “Body Measurement”. The study showed the efficacy of these interactions, showing staff what they are doing is working.

“Closing this instructor efficiency feedback loop is a critical factor in improving member retention”, says Guy Griffiths, “and accessing this kind of data is one of the biggest benefits of using the mywellness system properly.”

Jamie Brown at Places Leisure added, “It’s great to have conclusive, independent proof that the technology is working, and to see where it’s working best. We’re using this study to improve our management and execution of the technology and make technical changes to increase member download and use of the Places Locker app. We are also adding more app functionality and data focus to increase the benefits to members and to ensure we create more active places and healthy people.”

