

Interactive Hands-on Training Produces Fast Results

Huntingdonshire District Council has successfully used Technogym's Wellness system across all 5 of their sites since 2004. They had great belief in the potential of the new Contact Manager retention module, but were unsure how to get the most out of the implementation.

GG Fit stepped in with a clearly structured education and roll-out plan over 6 months. "GG Fit gave us confidence in the project from the start with their focused professionalism, and continue to work closely with our fitness teams" said Gemma Bonnett, One Leisure Marketing & Brand Manager.

GG Fit worked closely with our fitness teams

Gemma Bonnett



Secrets to Success

Key to the success of the project was to maintain the current retention policy. Too many changes make it difficult to measure success, so the existing service plan was simply moved onto the Contact Manager system.

GG Fit's training methodology is to re-sell the system to the staff that use it day-to-day, and to build staff confidence in the system from day one. Hands-on system training for all fitness instructors was carried out at each site just before go-live to maximise learning.

The built-in reports provide constant feedback on the effect of member contact, showing which contacts work well, and highlighting the best performing clubs and instructors.

More Interaction and Measurement

Louise Hannis, Impressions Operations Manager is pleased with the increased level of interaction between staff and members. "Contact Manager gives our staff more purpose. We have never seen our booking schedule looking this busy, which is really great, particularly at our quieter clubs. The project has also given the gym managers more measurement tools and ideas for improvements".

Results at a Glance

Critical increase in first month visits

Simply **offering** a programme review increases visit frequency by 67%

Significant growth in active member, current programme percentages in just 3 months

Retention Triggers

- Getting Started 1-5 (new member journey)
- 3 month retention contact
- 7 month retention contact
- Programme review due
- Fitness test due

The Results Speak for Themselves

New members joining in 2010 are more likely to be active members after their first month than in 2009, with an average of five first month visits in Jan 2010. First Month Visits are a key factor in member retention.

Contact Manager gives our staff more purpose

Louise Hannis



Staff See the Benefits

The fitness instructors' buy-in was excellent, largely due to the gym manager's confidence and understanding from the interactive training. "The system makes your job much easier and helps you to manage your time better". Staff previously less inclined to speak to members are now given prompts and reasons to make contact with them.

First Month Visit Increase



One Leisure now measures new member journey completion by club and instructor.

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It's great to know that just offering a programme review increases member motivation
Jai Garcia

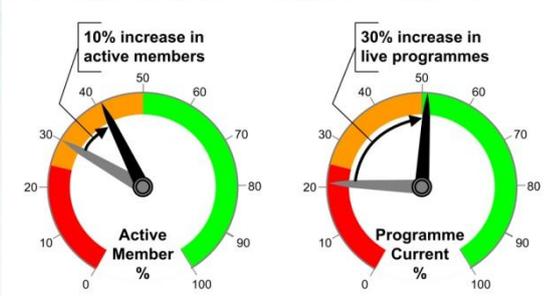


Results in Three Months

Since the system was introduced, the proportion of active members has increased at all sites by up to 10%. The percentage of members with current (live) exercise programmes increased from 21% to above 50% at some sites.

These are simple results from straightforward targets but will have a significant effect on member retention as proven by FIA and Technogym research.

Member Status - Rapid Results

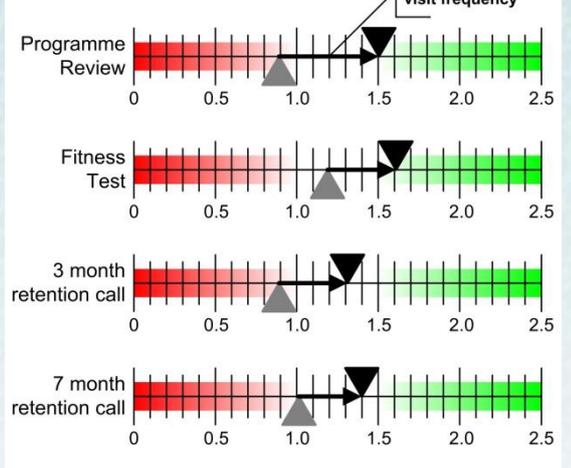


The proportion of active members shows how many live members have visited the club in the last 2 weeks. The increase here is mainly due to successful retention calls, encouraging members to make the most of their club membership.

Current programme percentage illustrates how many members' programmes have not expired. Checking a member's exercise programme and setting a reasonable future review date shows that instructors are focused on the member's needs. The large rise in this statistic is because many members just ask for their review date to be changed, rather than actually needing a review, but the effect of the contact is nevertheless significant.

Having a good, in depth understanding of Technogym's Contact Manager enables One Leisure to measure, develop and adapt their member retention strategy. Clear goals and well managed change have ensured the success of the project, and that member contact has a positive effect.

Contact Effect



Task effectiveness of programme reviews increased visit frequency by up to 67%.

Instructors were initially surprised by these results, as less than one in five members will actually book a programme review when contacted. However, it is clear that just contacting a member to offer a review drives up visit frequency.

Jai Garcia, Instructor at One Leisure Sawtry, said "It's really great to see the positive impact of our interactions with members and to know that just offering a programme review will increase member motivation".

Future Plans

One Leisure is now working with GG Fit to use Contact Manager to communicate with members who have not visited recently via e-mail and sms, as well as conducting more efficient member surveys. New retention triggers will be introduced later in 2010 to contact high risk members and review programmes based on members' compliance to exercise.

