

INFO SLIDE

Customer Retention

Get a greater understanding of the behaviour of your member base, and take the right actions at the right time. With *Customer Retention*, you can minimise churn and strengthen the relationship with you members.

ACTIONS BASED ON BEHAVIOUR

Set up automated actions when certain behaviours from your members are detected – e.g. no visits in X days, membership is about to expire, working out X days straight in a row etc. Both positive and negative behaviour can be identified and utilised.

Once a behaviour is detected, you can perform a communication action to affect their future behaviour.

AUTOMATE AND CONQUER

Utilise Customer Retention to automate processes that take members from being passive and on the edge of churning to being active and engaging with your business.

By setting up a few automatised steps, you can set your churn minimisation initiatives on autopilot – having a direct effect on your bottom line.



MINIMISE CHURN, AND IMPROVE THE CUSTOMER JOURNEY

Customer Retention includes 3 easy steps;

- 1. Identify a segment** based on behaviour. Choose from mutiple predefined parameters – making your segments only a few clicks away.

Examples of parameters:

- ✓ Value cards
- ✓ Valid memberships
- ✓ Visits
- ✓ Days left of a membership that will not renew itself
- ✓ Group activities
- ✓ Service bookings

- 2. Set up an action** to be triggered when a behaviour is detected. Choose from SMS, email, email via MailChimp and internal to do (e.g. have an employee call the member).

- 3. Follow up on the action** by setting goals for success – e.g., visiting the facility again. Use the goals to easily track your results, and get clear insights on how churn is minimised and how the customer journey has been improved.

Seize the opportunity, and get in touch today.

Get in contact