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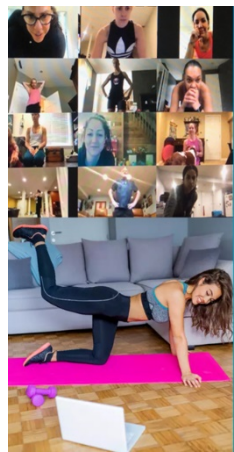
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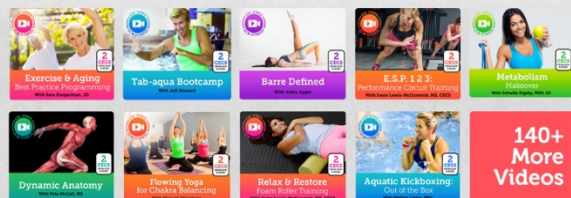
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- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
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- MIND BODY FUSION
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- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
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retention**GURU**



guru_paul



retentionguru



Drpaulbedford or retentionguru



retention-guru

paul@retentionguru.co.uk

#lunchtimelessons



Dr. Paul Bedford



Dr. Paul Bedford

Researcher, international speaker and fitness industry expert on retention, a...
3w



My research shows contracts are directly related to membership length. Contracts of at least 12 months reduce the risk of quitting by approx 18% compared to 1 month contracts. The equivalent of saving 18 members for every 1,000 members per month. [#lunchtimelessons](#) [#retention](#)

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Like



Comment



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Top Comments ▼

Likes



11,180 views of your post in the feed



Retention

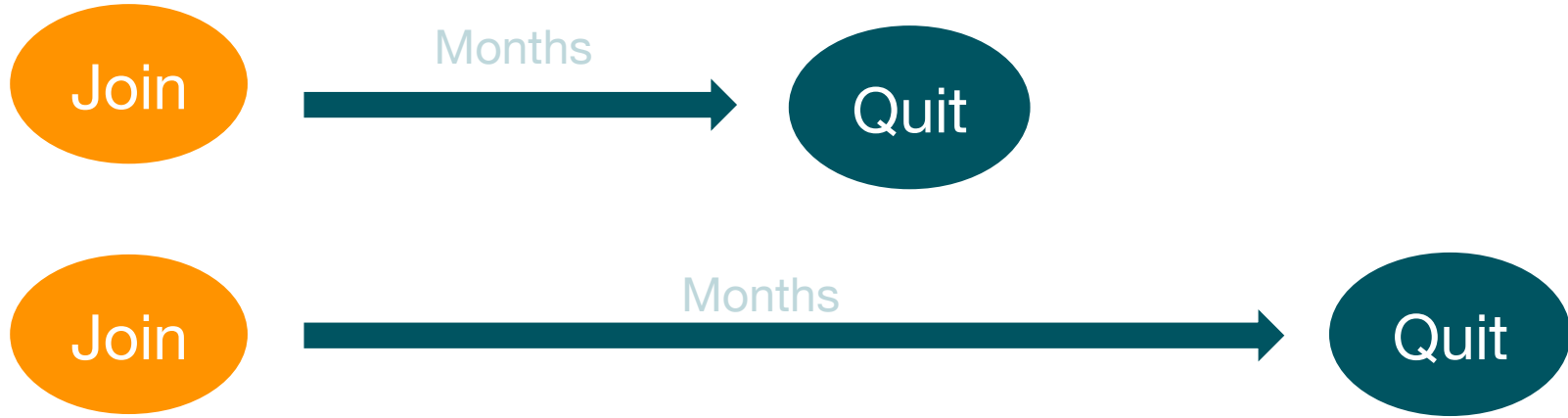
is not the opposite of

Attrition

Retention

is how long people stay

Retention



Top 10 Retention Influencers

1

Visits

2

Interactions

3

Programming

4

Group Exercise

5

Social

6

Goals

7

Contracts

8

Age

9

Inductions

10

Discontent

Retention Kick Start



1. Measuring Retention, Attrition and Lifetime Value



2. Top 10 Factors Impacting Retention



3. Developing a Customer Retention Map



4. Surveys and Voice of the Customer



5. Rewards and Loyalty



6. Programming and Exercise Adherence



Super Hero

Keen and Careless.

At the club within first five days of reopening
Believe they are immune because they are fit and healthy

Not worry about maintaining distance from others

Very optimistic about training

Believe they are immune to the coronavirus

Nothing is going to affect them

Disregard the rules for themselves

Disregard the rules for others

Not follow revised club rules

Default back to their previous behaviours

Want to train with a partner

Not clean equipment after use



Cautious and Careful.

- Looking for feedback from social media.
- Proof they can trust your business & deserve their loyalty.
- Come back within about the first few weeks.
- Vigilant to the rules for themselves and for others.
- May not be back in the first week.
- Are going to need reassurance.
- Will be vigilant to the rules.
- Will be watching how you behave as a business.
- Will be looking at your staff's behaviour.
- Will be watching the Super Heroes.
- Will get very frustrated with lack of enforcement.
- Will comply very quickly o new rules
- Will back out of your business very quickly, if they see staff are not enforcing the rules.
- Will be watching how your staff deal with the Super heroes



Observers

Scared

Have a high propensity of catching coronavirus due to age or underlying health conditions.

Turn up wearing face masks.

Wear gloves.

Bring their own hand sanitizer.

Bring their own cleaning products.

Not come until they feel safe.

Need to see how you are making people feel safe.

Hyper vigilant to the rules for self and others.

Will follow the rules.

They will get angry with rule breakers,

They will get angry with lack of enforcement and

They will get angry with you.

Report the fact externally that you are not abiding by social distancing, if that's not going on.

Go to the press, online and sharing their stories.

Use their phones to video rule breakers.



Scared



Visits and Visit frequency

4 visits per month

(4-12 visits per month)

Membership Usage (per 1000 members)

89% members accessed the club 21 week period

5% used the club 3+ per week

5% used the club 3 per week

14% used the club 2 per week

32% used the club 1 per week

31% used the club less than 1 per week

11% members did not use the club in this period.

Average visit frequency per month

	No visits	>0-<1	1-2.99	3-5.99	>=6
Club 1	7.7	25.6	26.6	18.2	21.9
Club 2	7.8	23.7	25.6	20.3	22.2
Club 3	7.0	23.8	26.4	18.9	23.9
Club 4	7.6	16.8	23.8	22.2	29.6
Total	7.6	21.5	25.4	20.4	25.2

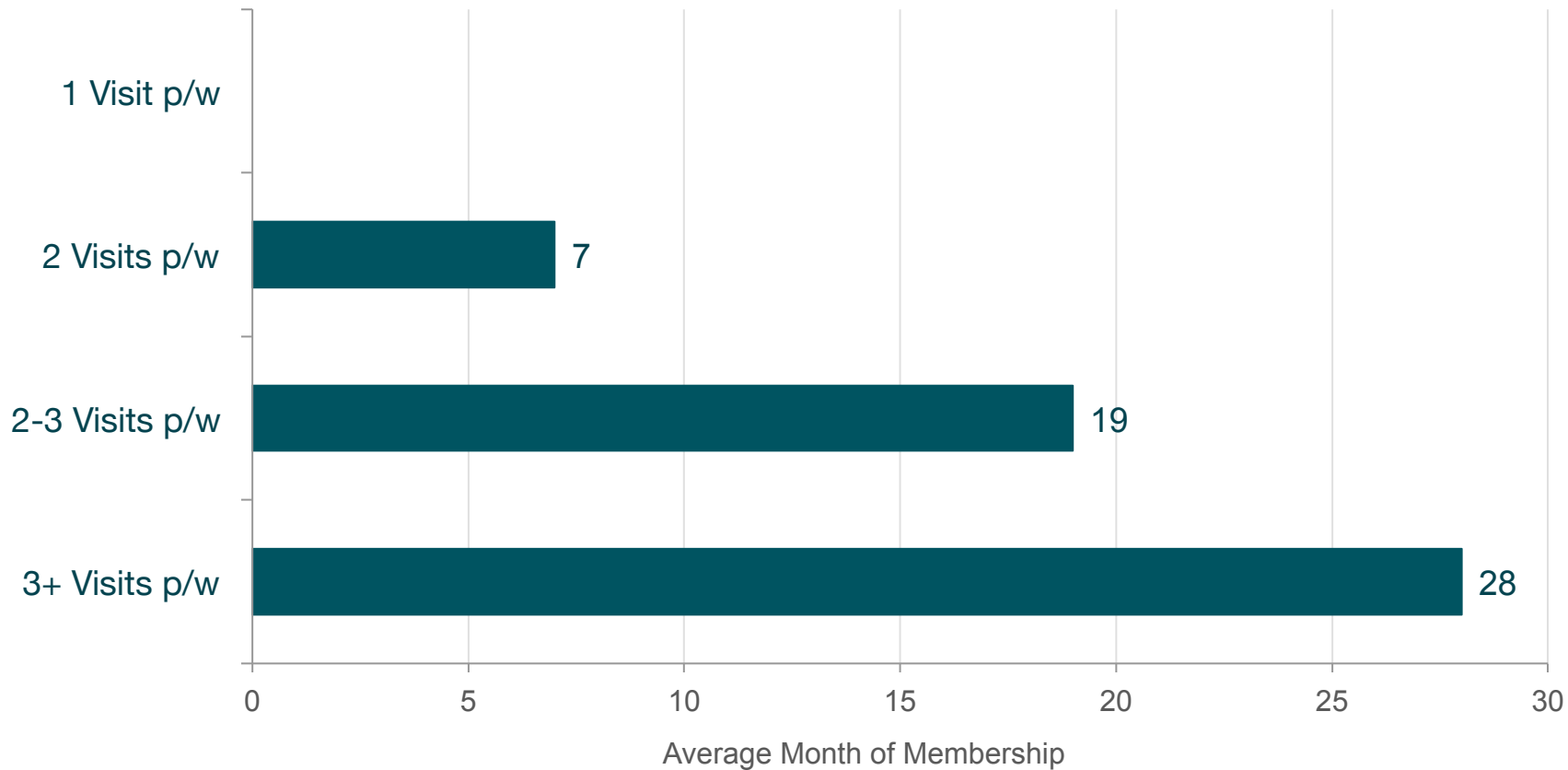
53% <1 per week

Time to first visit

	On join day	Within 1 st week	>=1 but <2 weeks	>=2 but < 3 weeks	>=3 but < 4 week	>=4 weeks
Club 1	40.1	37.3	8.9	3.5	1.9	8.3
Club 2	36.0	42.5	9.6	3.5	2.3	6.2
Club 3	46.9	28.3	6.1	3.1	2.0	13.6
Club 4	47.5	29.8	6.7	3.0	2.0	11.1
Total	43.7	33.4	7.6	3.2	2.0	10.1

15% take 2 weeks to get started

Extra months of membership



Do this

Membership Usage (per 1000 members)

89% members accessed the club 21 week period

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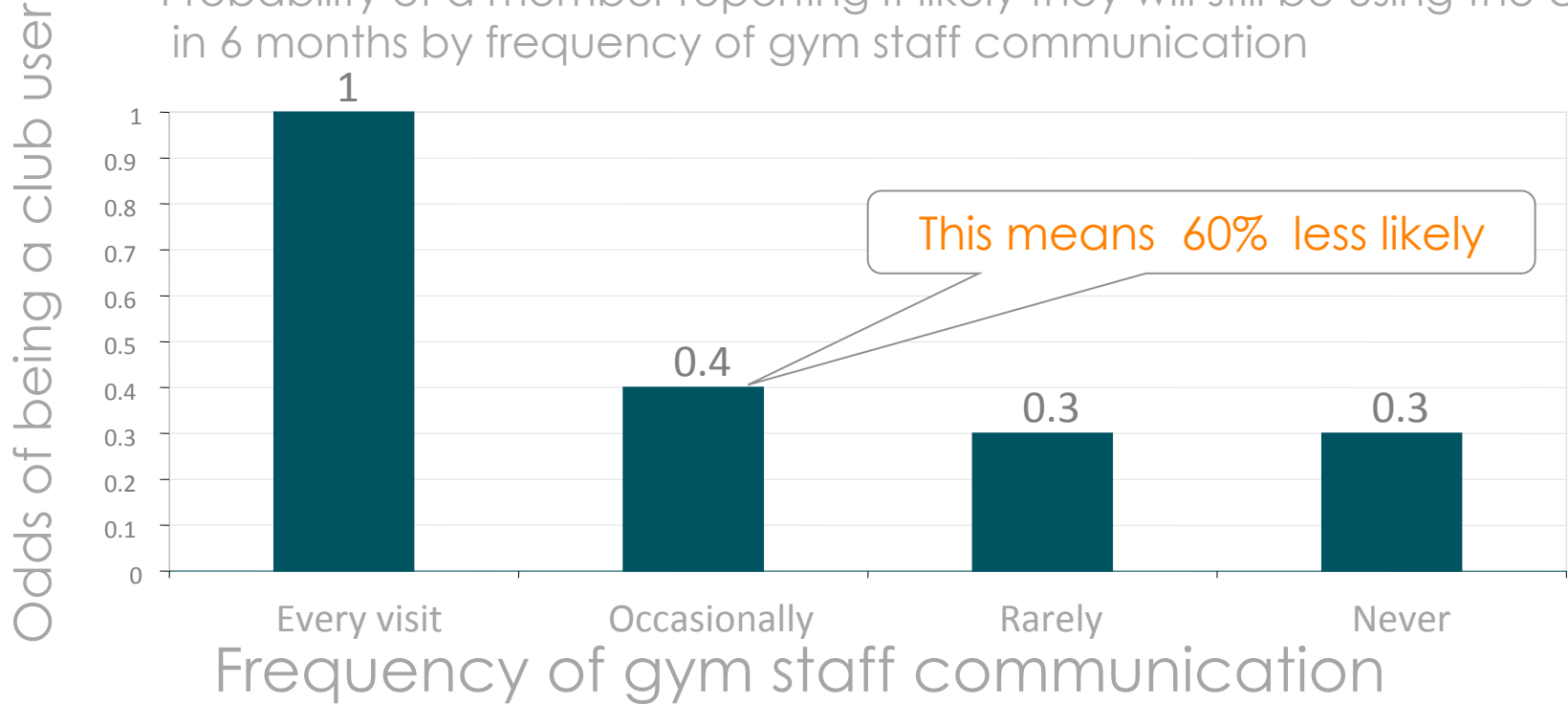
Interactions

Members who report **not being spoken** to by either reception or fitness staff are more than twice as likely to cancel as members who are always spoken to by staff.



Spoken to per visit

Probability of a member reporting it likely they will still be using the club in 6 months by frequency of gym staff communication



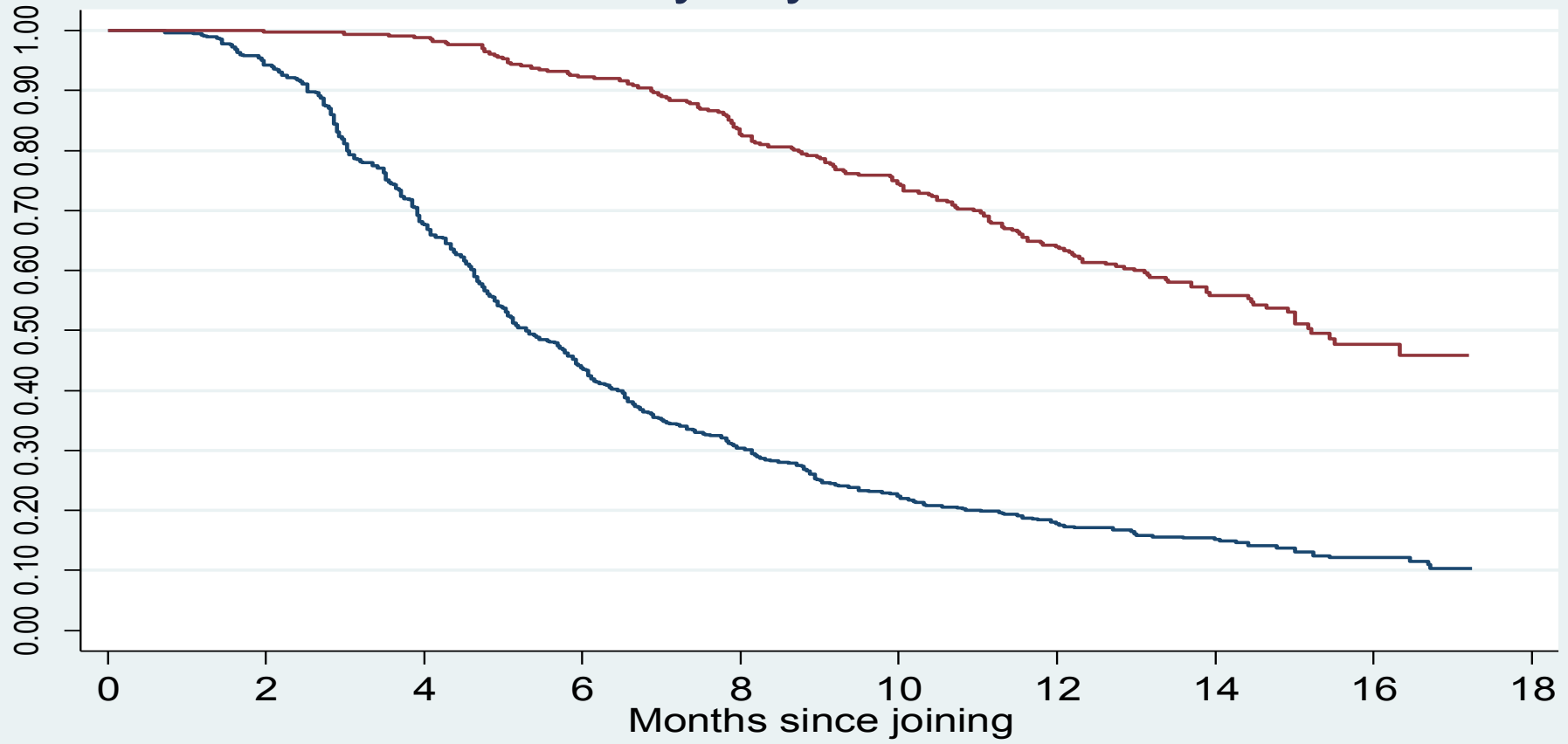
If both reception and fitness staff always spoke to all members, it's estimated that 44% of cancellations would be avoided.

44%

The probability of making a visit next month if fitness staff talk to you during a visit this month

	1 Interaction	2-3 Interactions	4+ interactions
Probability of visiting next month when compared to no interaction	20% more likely to visit	50% more likely to visit	80% more likely to visit

Retention by any interaction or not



Cancellation rate and median length of stay by interaction for members who made at least one visit during the length of their membership

	Cancellations per thousand per month	Median length of membership
No interactions	123.5	4.9
At least 1 interaction	39.9	14.5
	+84	9.6

Fitness staff interaction on membership retention

When members experience hassles in their clubs that increase the risk of them cancelling, the risk can be reduced if fitness staff regularly talk to members.

Do this

**When was the last time a
member of staff made an
effort to speak to you?**

**When you were in the club
today, were you spoken to
by a member of staff?**



Programming

Exercise content must be directly related to the members goals.

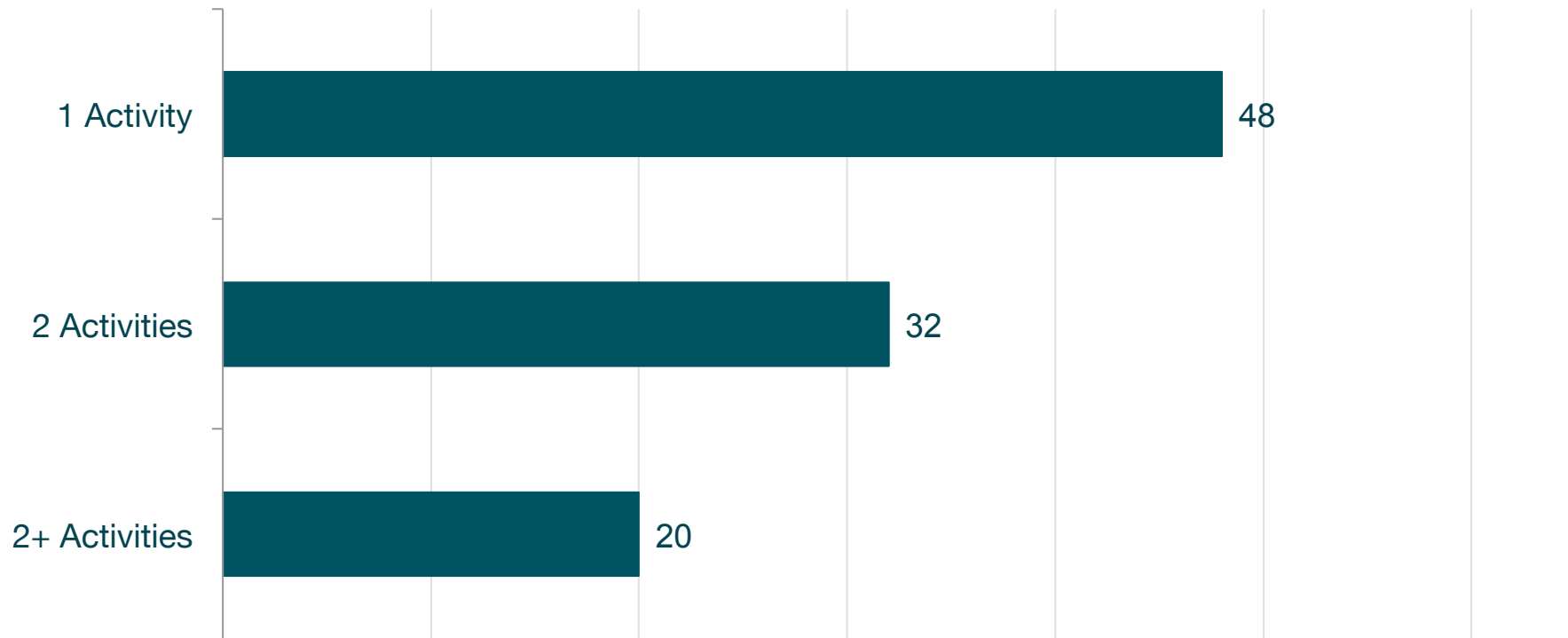
The member can see and understand that relationship.

Do this

Group training

Tactic 4

Activity Participation



N=10,000

Factors Impacting Class Choice

Customers Routine

Quality of teacher

Time of class

Content of class

Social aspects

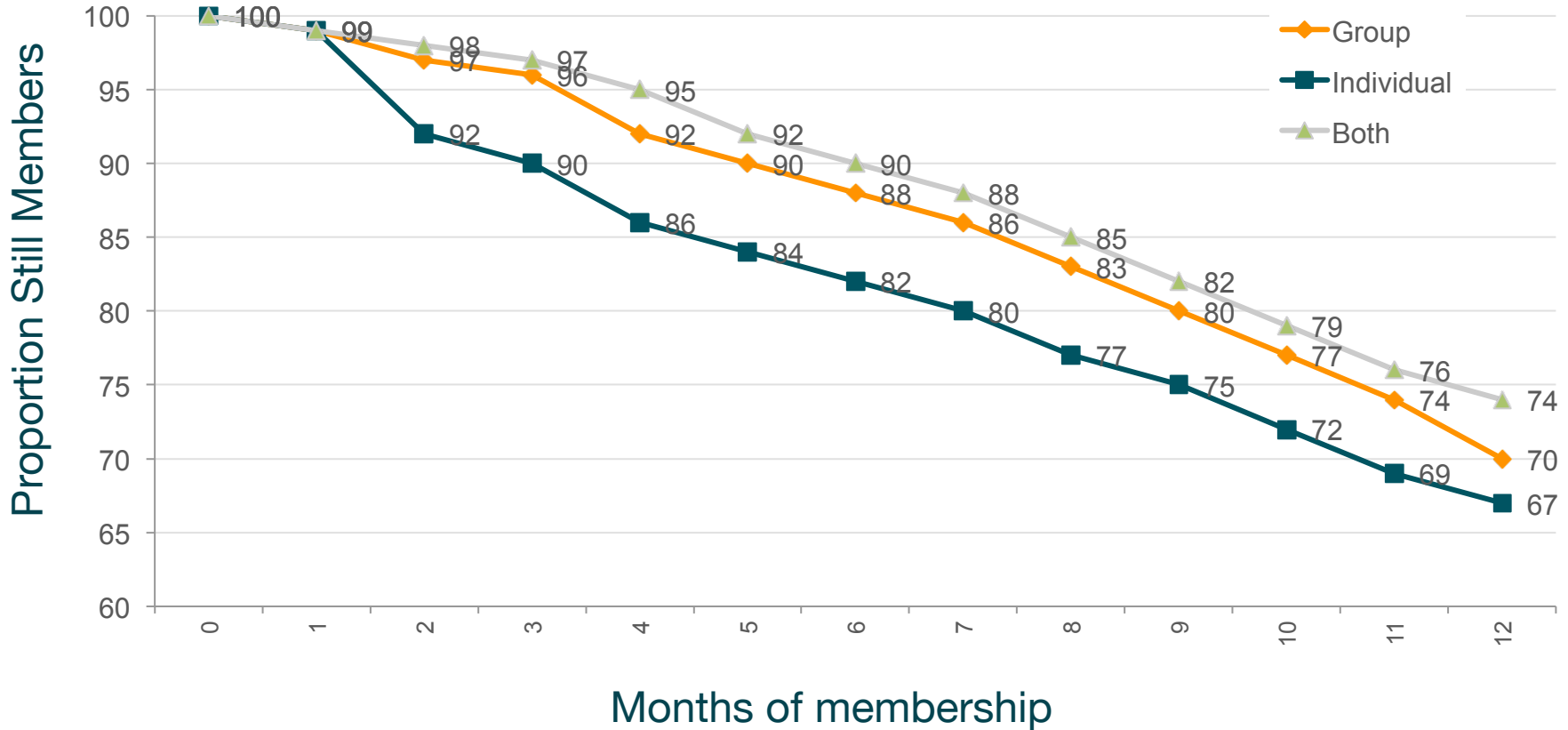
Guided workouts

66%

of class-goers also
reporting they visit
the gym



Group – Individual - Both

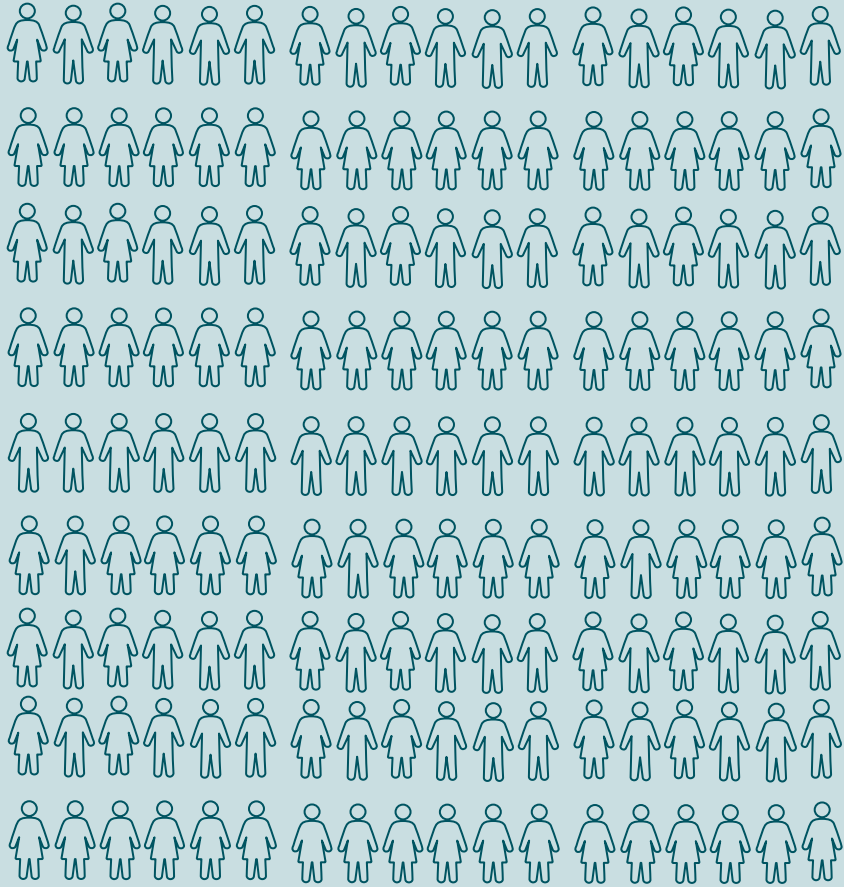


18% fewer cancellations

If all members included some group-based exercise into their routines.

Do this

Make links between what
the customer is doing and
similar GX options



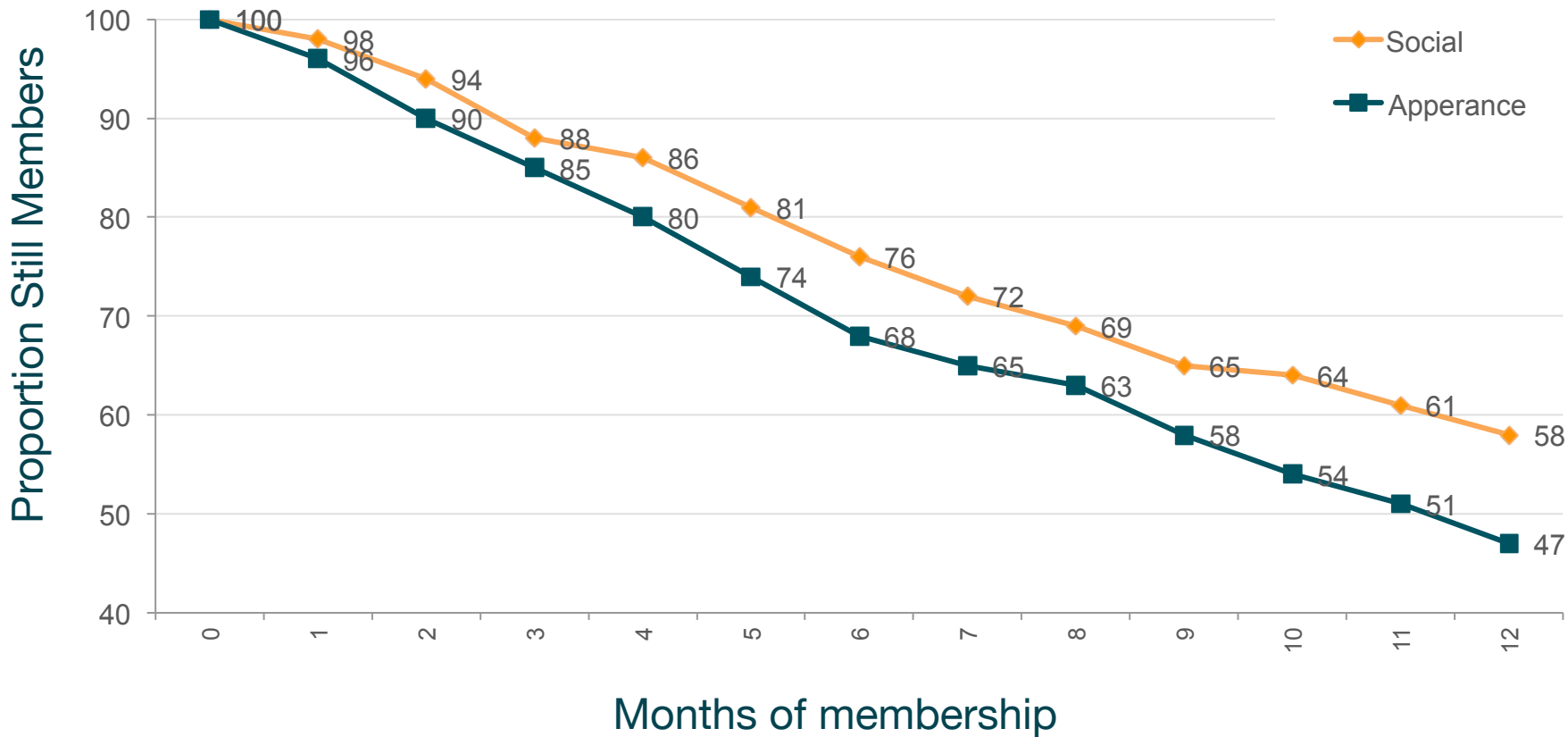
Social

(Community)



Members who report frequent interactions with fitness staff are also much more likely to report they have made a new friend at the club and to say they have enjoyed exercising in the last three months

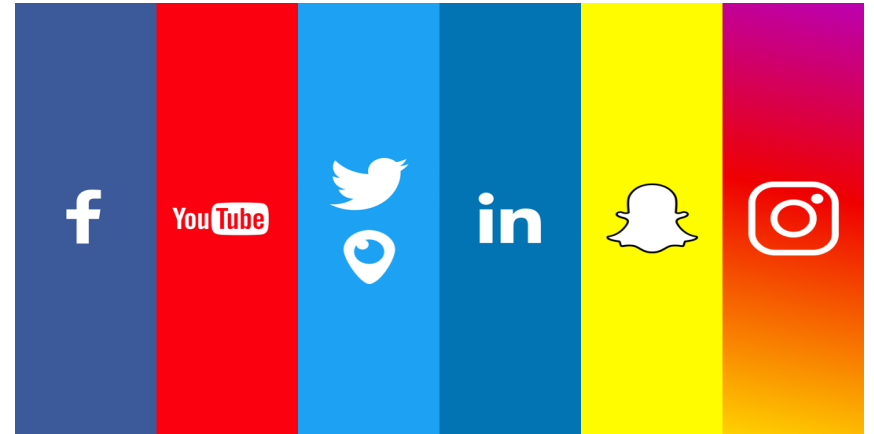
Progress Vs Friends



Digital Communication

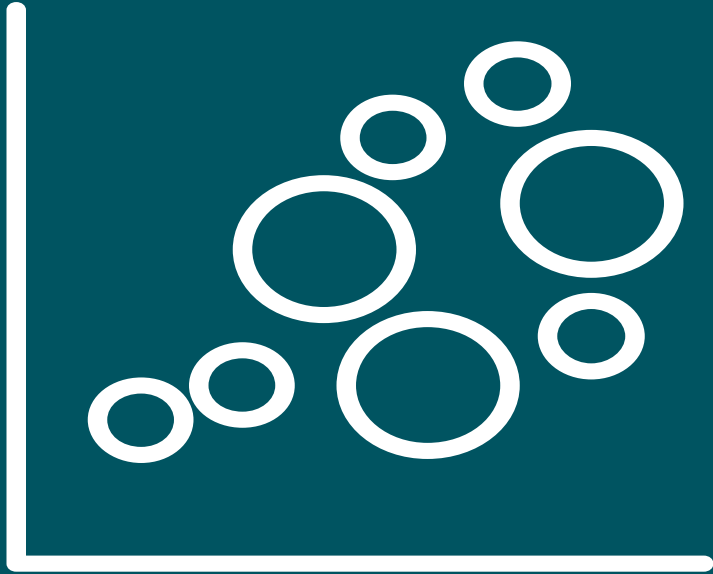
Content to sales ratio
1:4 - 1:5

Customer developed
content 75%



Do this

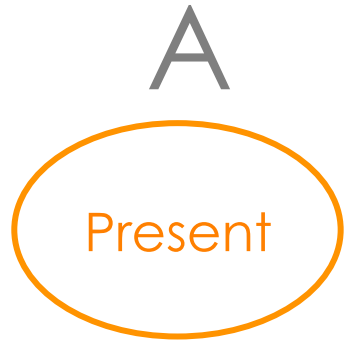
Evaluate the amount of responses you are getting from you posts, find ways to increase customer interaction



Goals

Progress towards their goals is an important determinant of retention.

Goals



Abstract and motivators



B

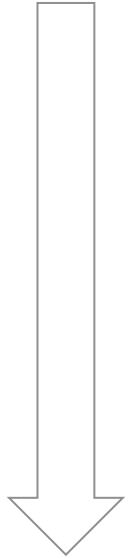
C

Super
Ordinate
Goals

Outcome

S.M.A.R.T

Details and process



D

For each goal that members reported making progress on, their risk of cancelling in the next month fell by approximately **10 per cent**



Members who report lower progress but who are always spoken to by staff are **50% less** likely to cancel each month.

If all low progress members were spoken to at least frequently,

10%

of cancellations each month would be avoided.

Do this

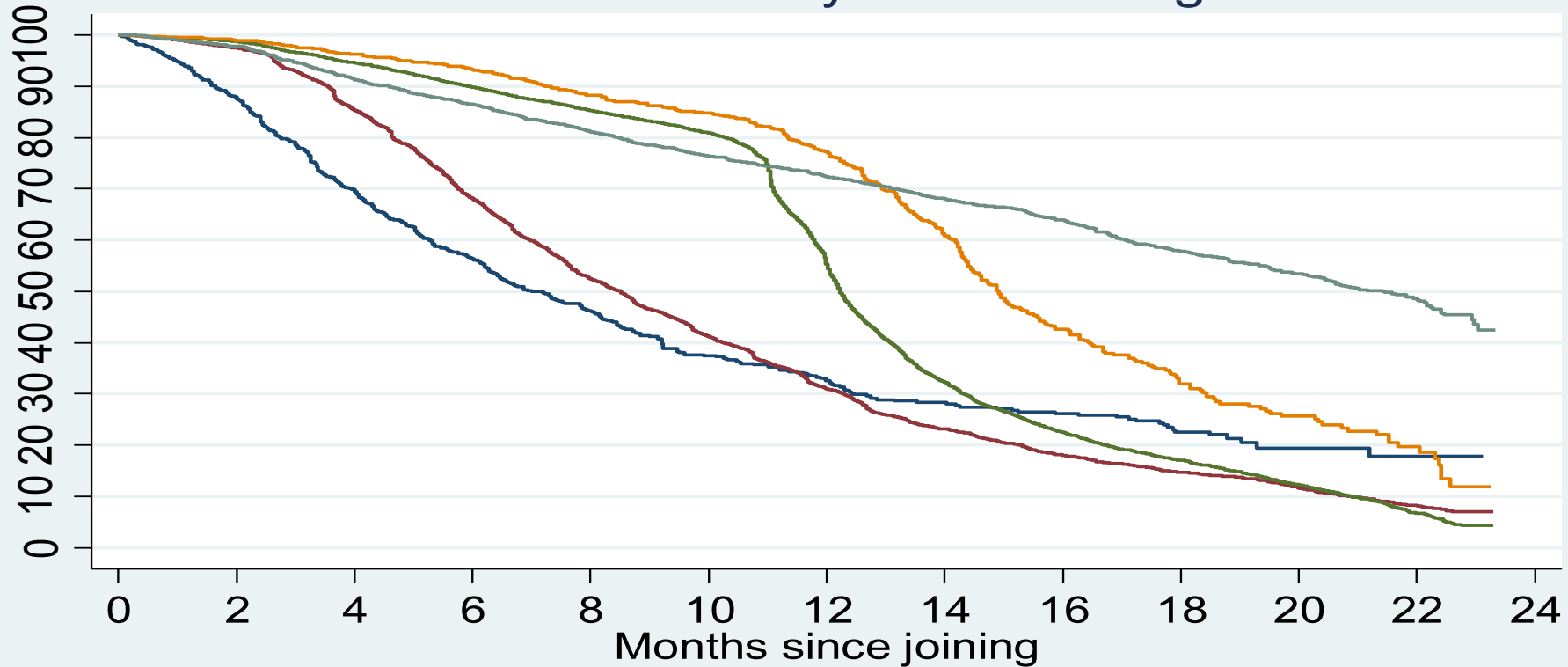
Ask this question.
What was your main reason for
joining?

When you achieve that how will your
life be different?



Contracts

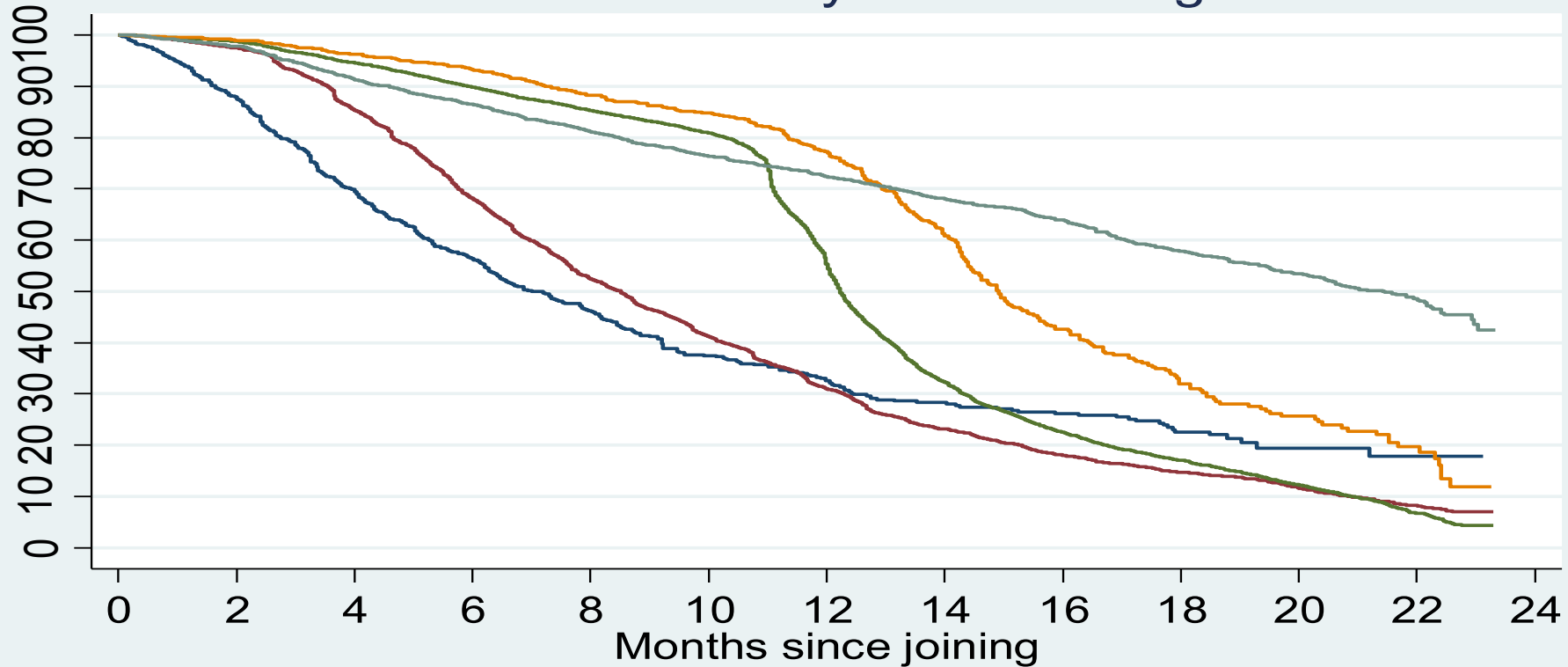
Retention rate by contract length



Do this

Run this analysis

Retention rate by contract length



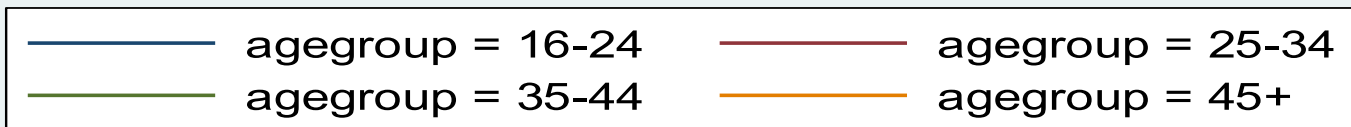
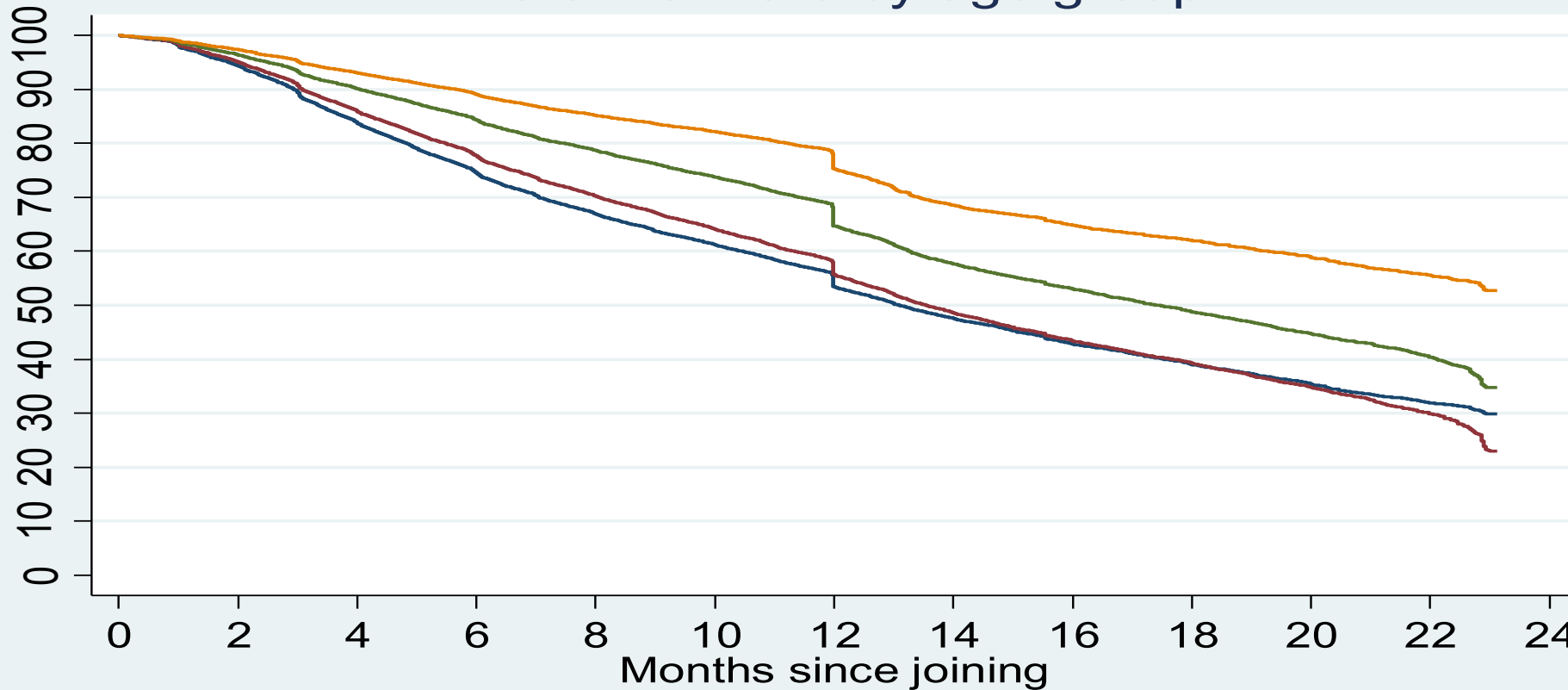


Age

Characteristics	Av Membership Length
Age Group	
16-24	15.5
25-34	17.5
35-44	20.8
45-54	22.1
55+	22.3



Retention rate by age group



If all members were aged at least 35 years

30%

of membership cancellations would be avoided

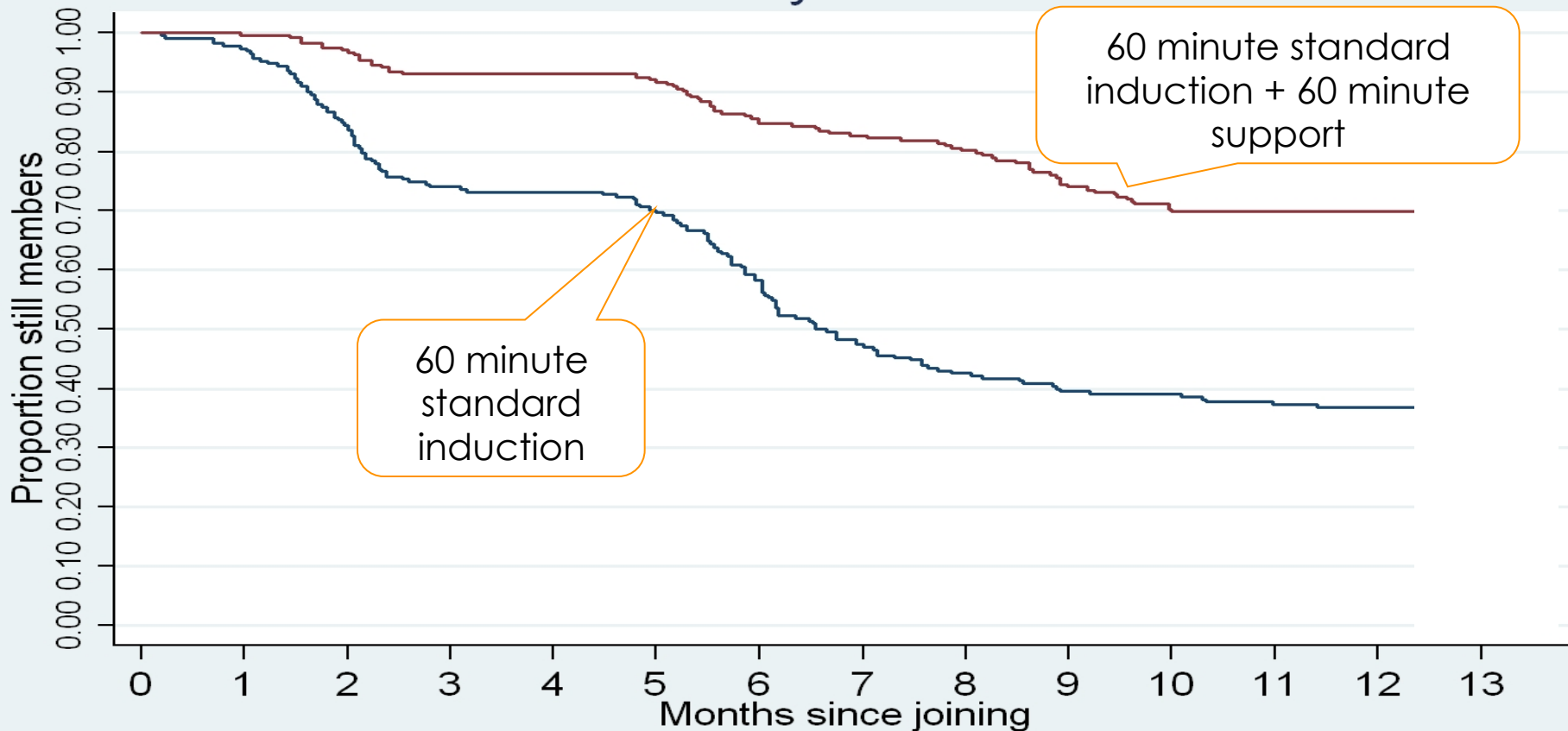
Do this

Calculate the value of each age group, identify any opportunity to attract older customers



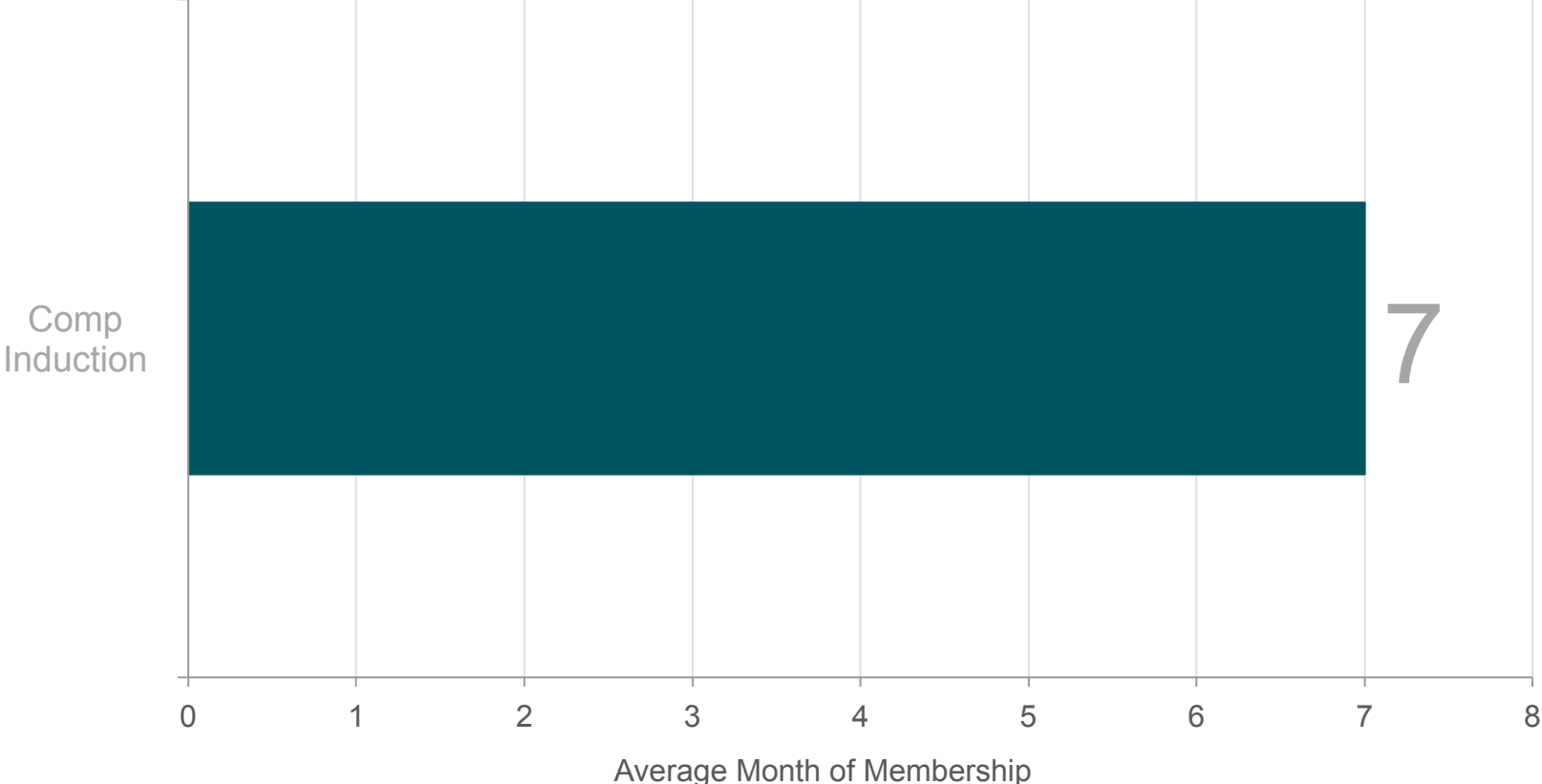
Inductions

Retention rate by treatment received



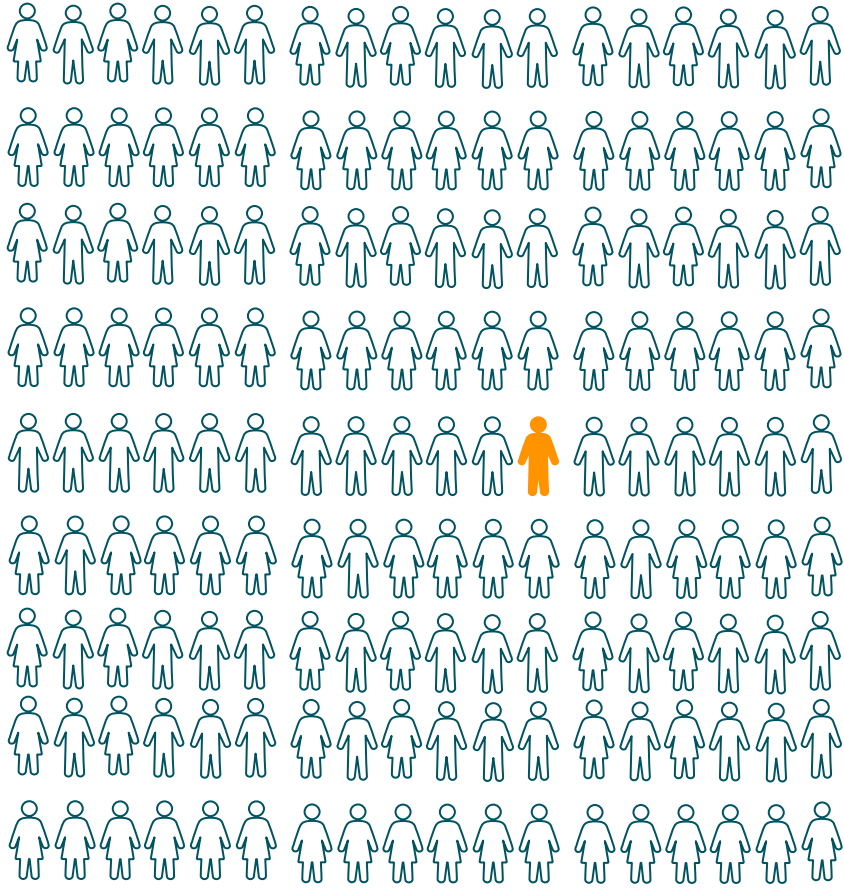
— treat = no intervention — treat = intervention

Extra months of membership



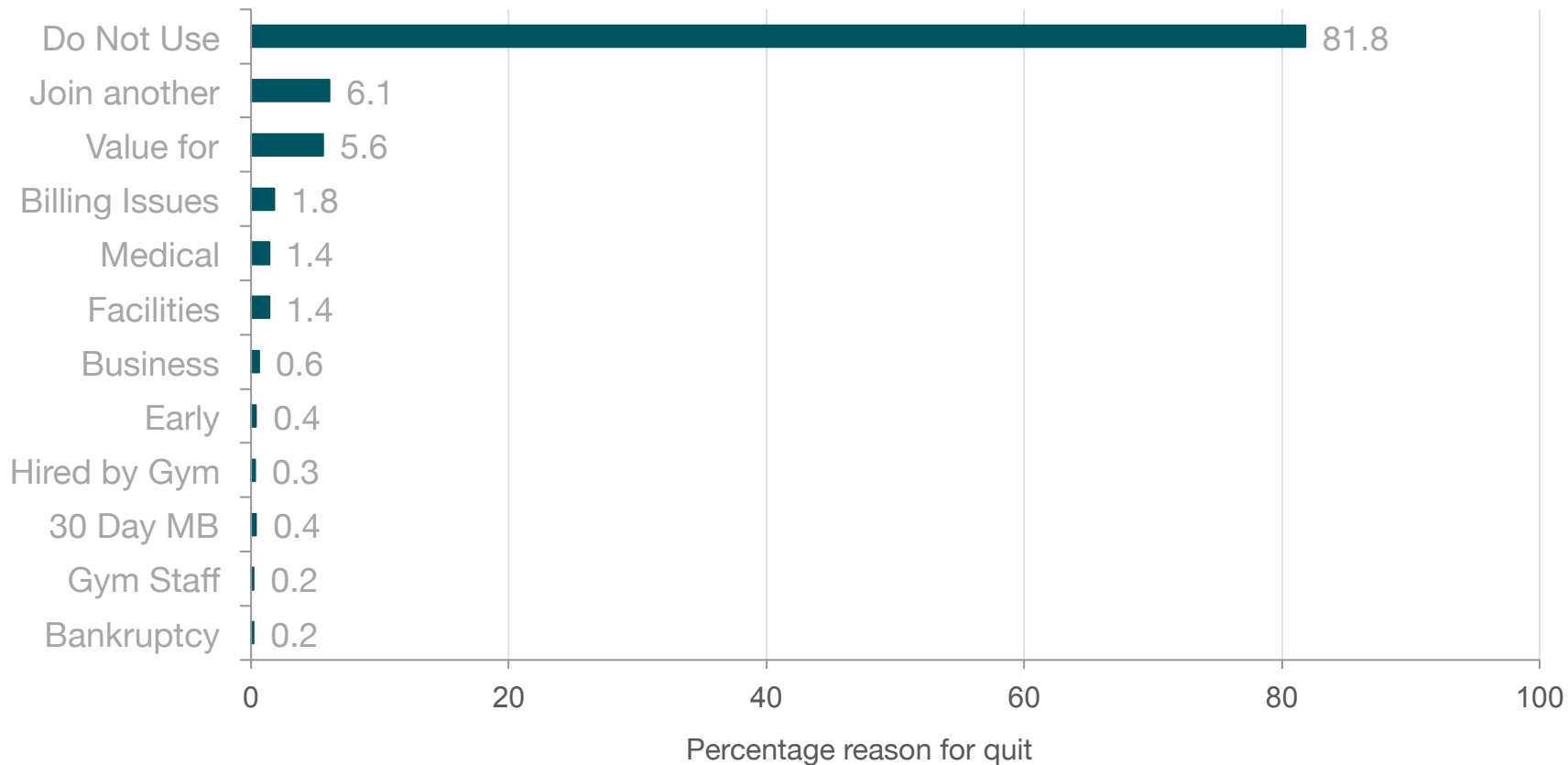
Do this

Create a comprehensive
induction for new to
exercisers

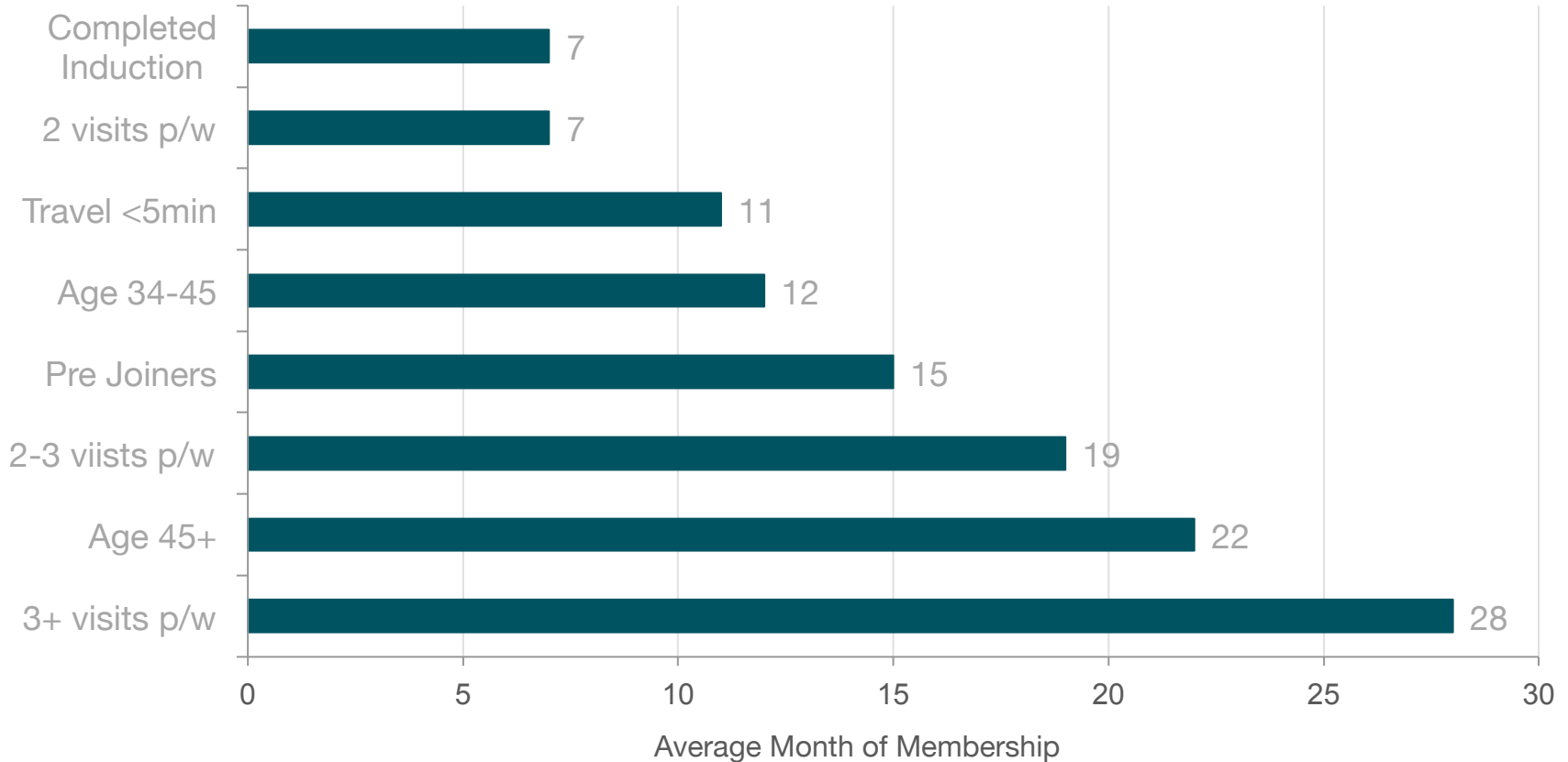


Discontent

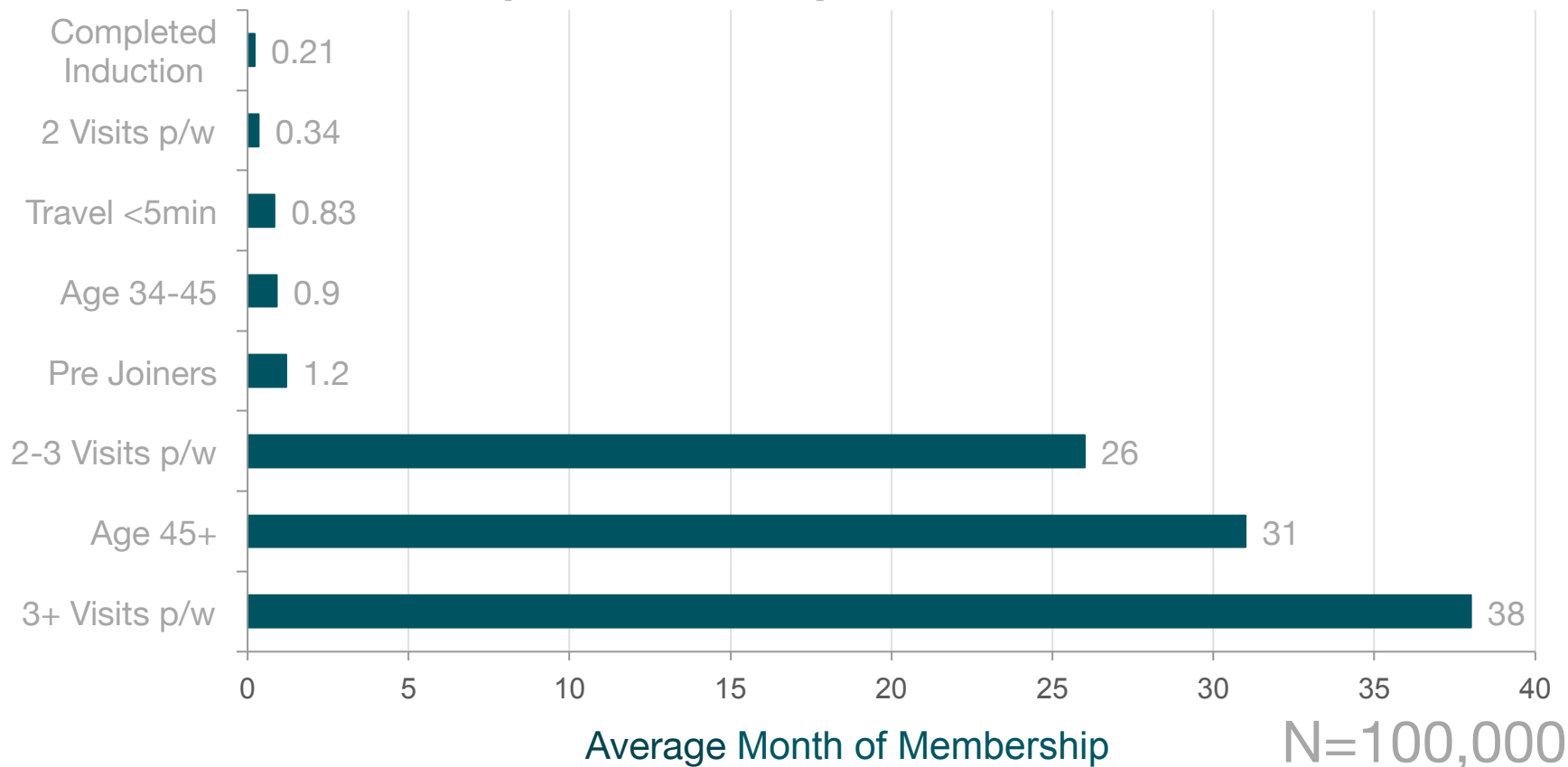
Discontent



Extra months of membership



Chain +5% (Millions)



Top 10 Retention Influencers

1

Visits

2

Interactions

3

Programming

4

Group Exercise

5

Social

6

Goals

7

Contracts

8

Age

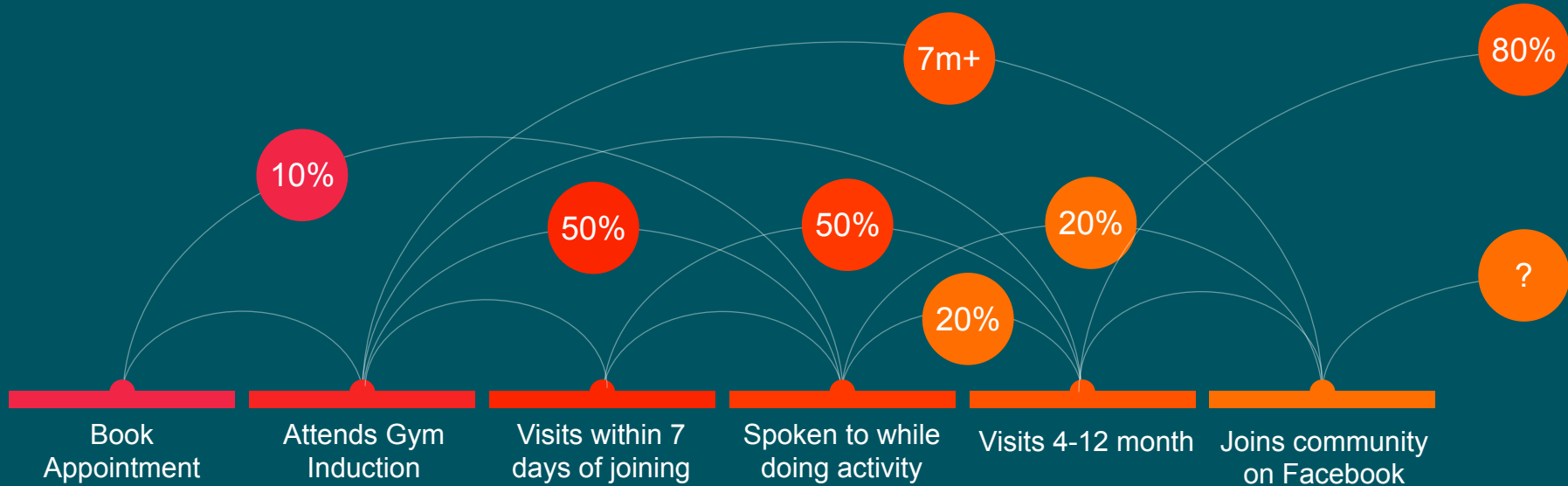
9

Inductions

10

Discontent

Prompting subsequent visits



Retention Kick Start



1. Measuring Retention, Attrition and Lifetime Value



2. Top 10 Factors Impacting Retention



3. Developing a Customer Retention Map



4. Surveys and Voice of the Customer



5. Rewards and Loyalty



6. Programming and Exercise Adherence



retention**GURU**



guru_paul



retentionguru



Drpaulbedford or retentionguru



retention-guru

paul@retentionguru.co.uk



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Thank You

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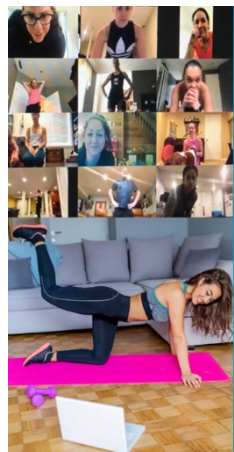
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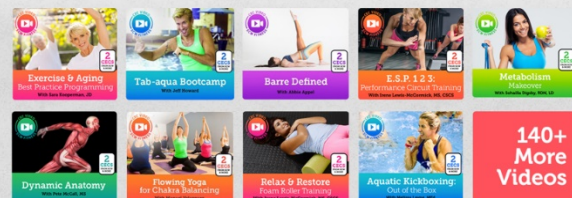
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Dr. Paul Bedford

Principle - Retention Guru

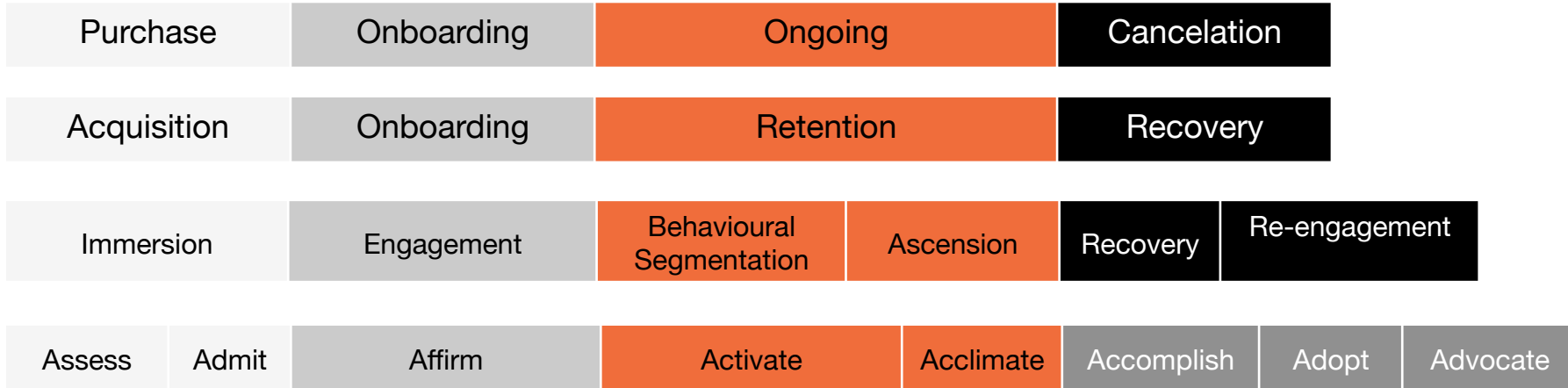
paul@retentionguru.co.uk



After the Honeymoon

What it really takes to build a long term relationship with customers.

Time Line



Emotional Response from the Club

Acquisition

Onboarding

Retention

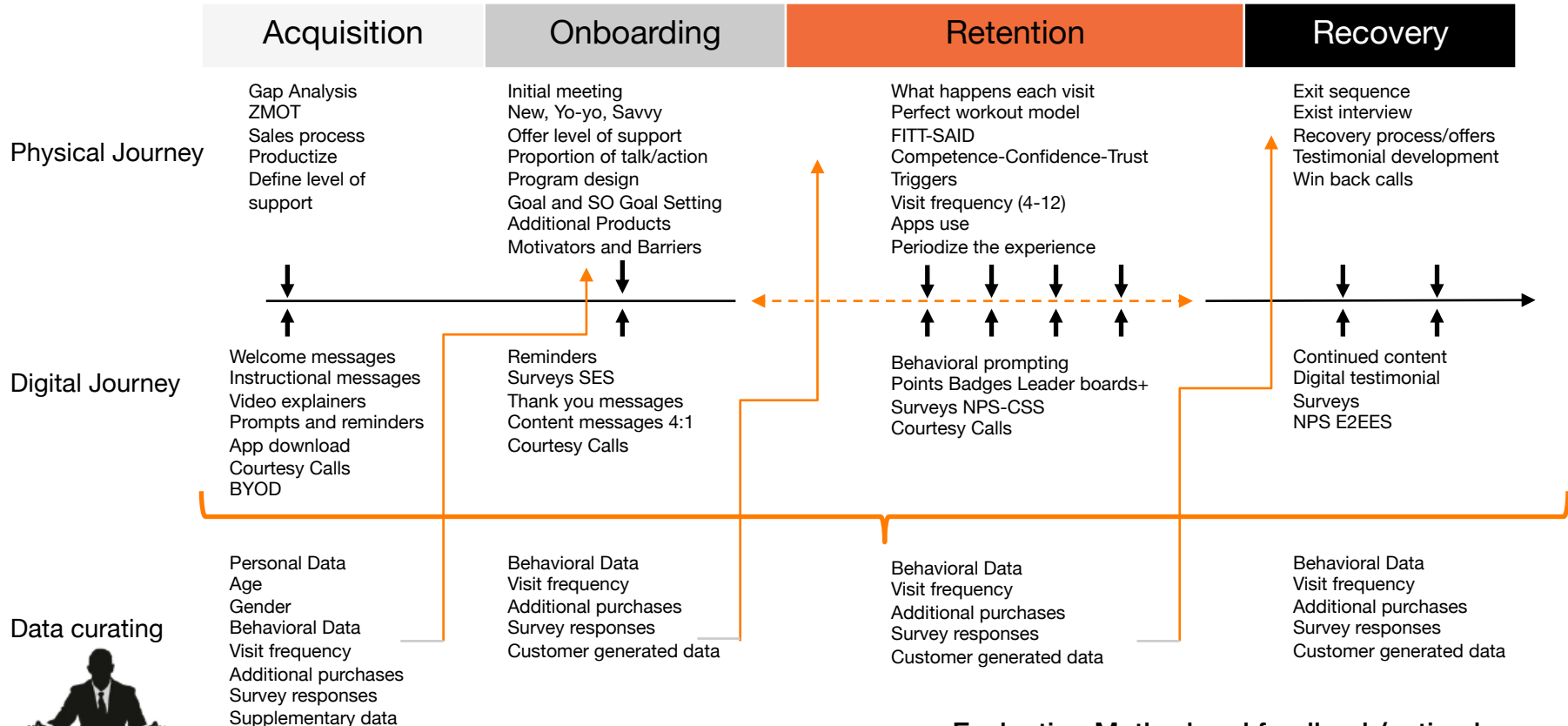
Recovery

Celebrate
Joy

Frustration
Panic

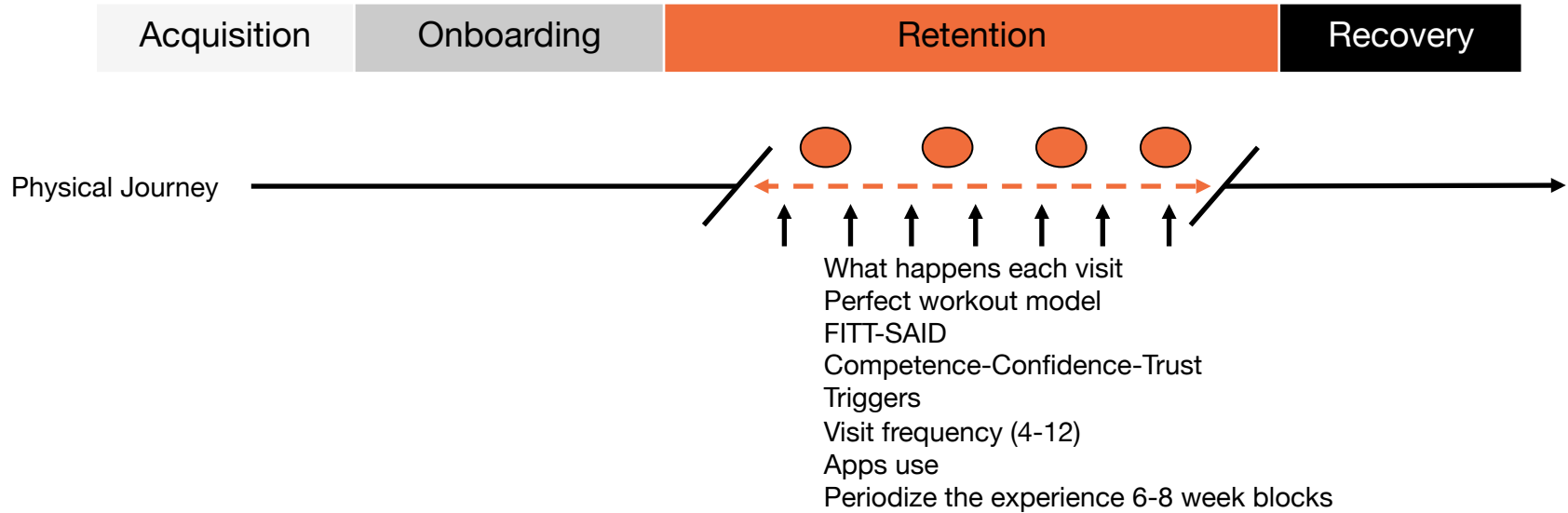


Time Line

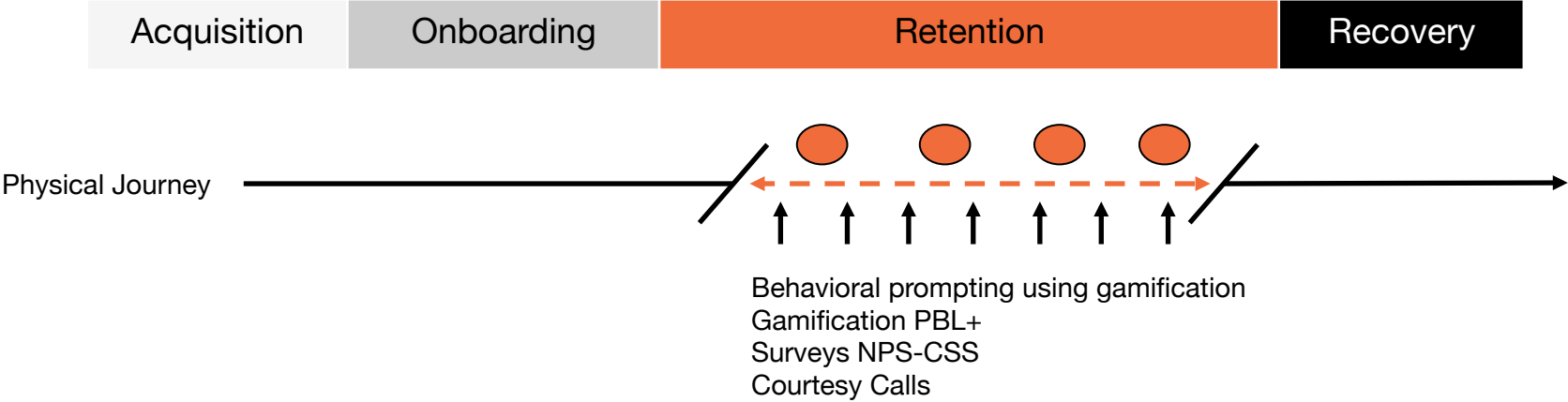


Evaluation Method and feedback/action loops

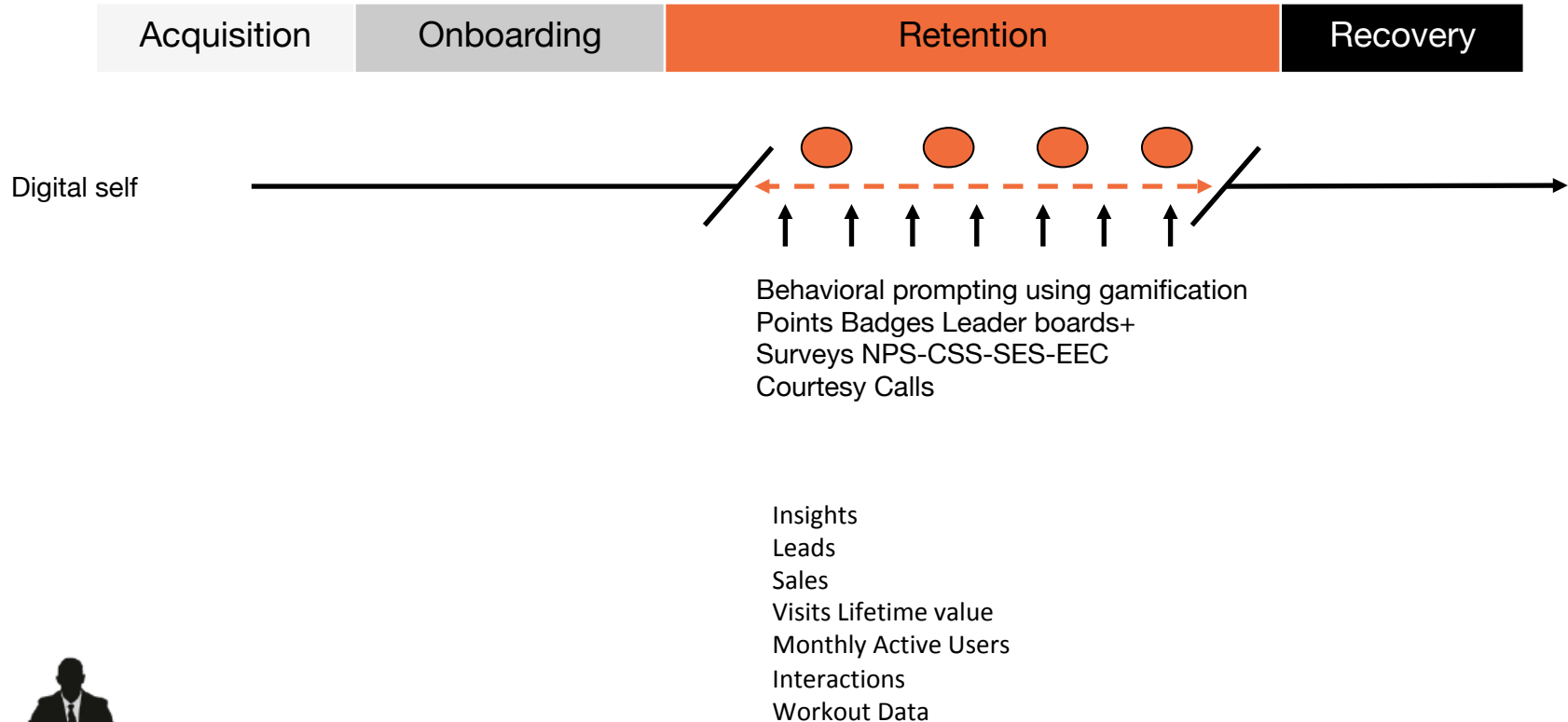
Physical Time Line



Digital Time Line



Data Collection Time Line



Digital Time



Are still visiting at 90 day

Segment customers who are still visiting
from those who are not



The Honeymoon period is coming to an end

1. Short term goal achieved
2. Visit goal achieved
3. Learning goal achieved
4. Super Ordinate Goals

(motivators of behaviour)



The Honeymoon period is coming to an end

How can we do more for you?

- In person help
- Video of what's next
- Personalized call
- Recognition
- Congratulations
- Celebrations
- Sense of belonging



Top 10 Retention Influencers

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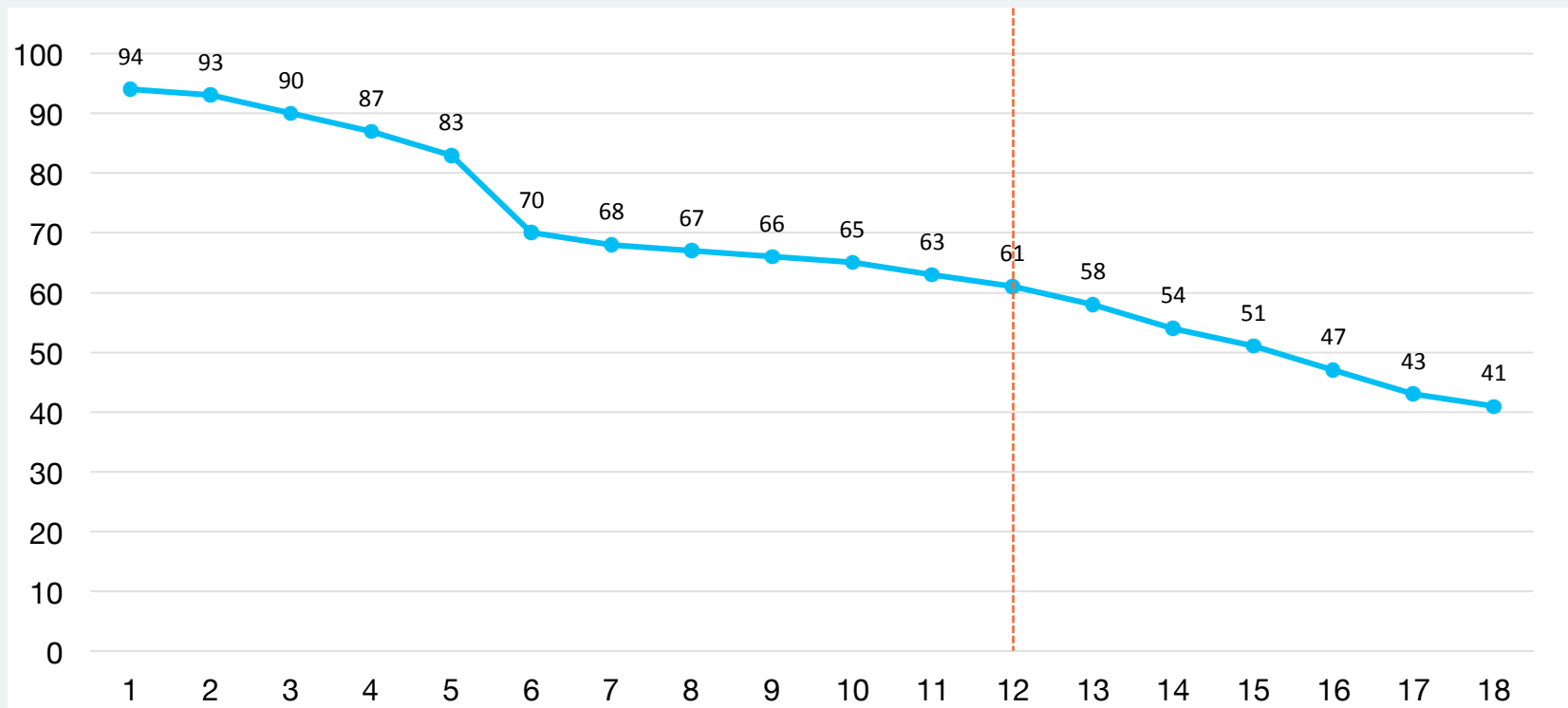
Social

10

Discontent

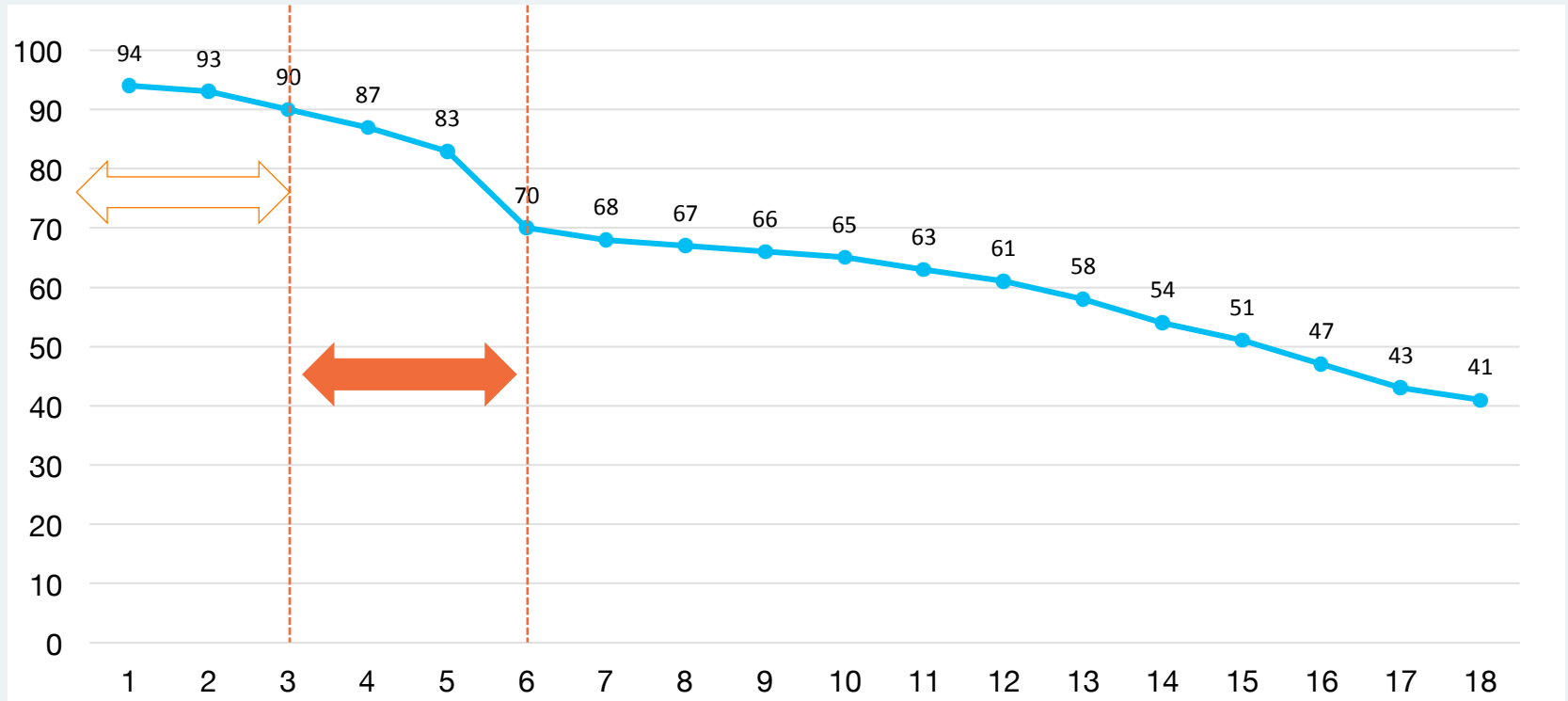
**How much
would you
spend to
RETAIN
a customer?**

Retention



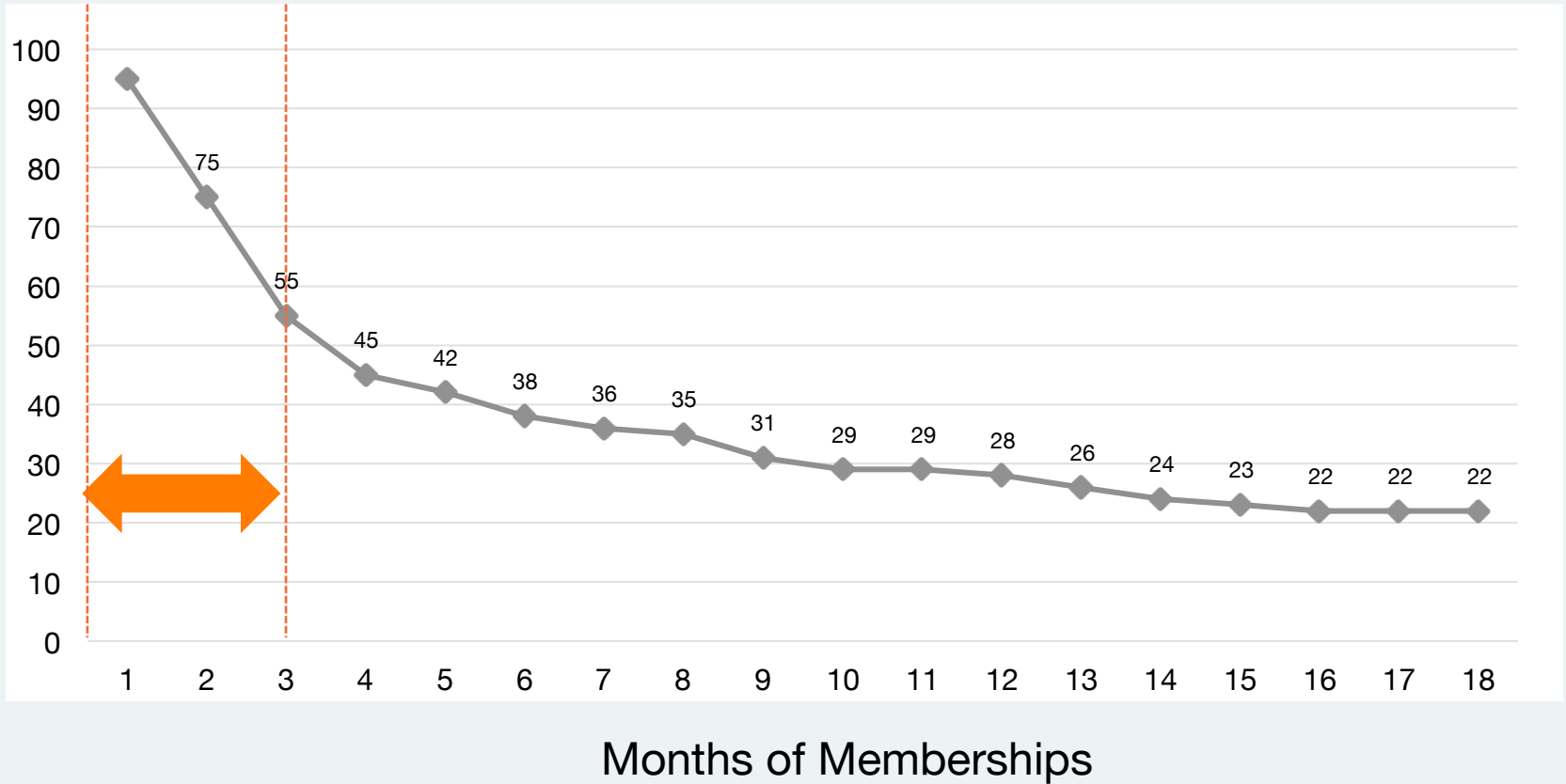
Months of Memberships

Retention

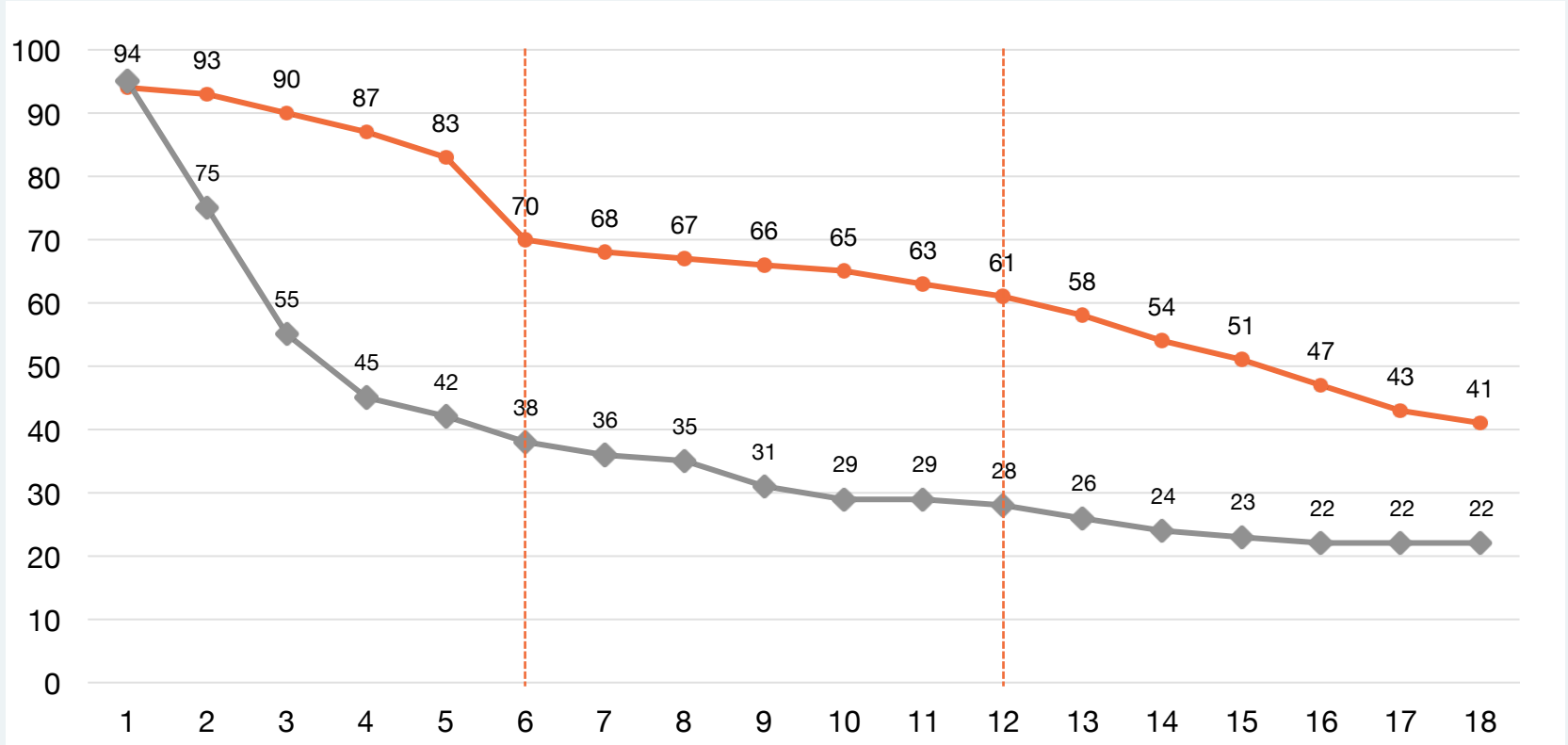


Months of Memberships

Retention

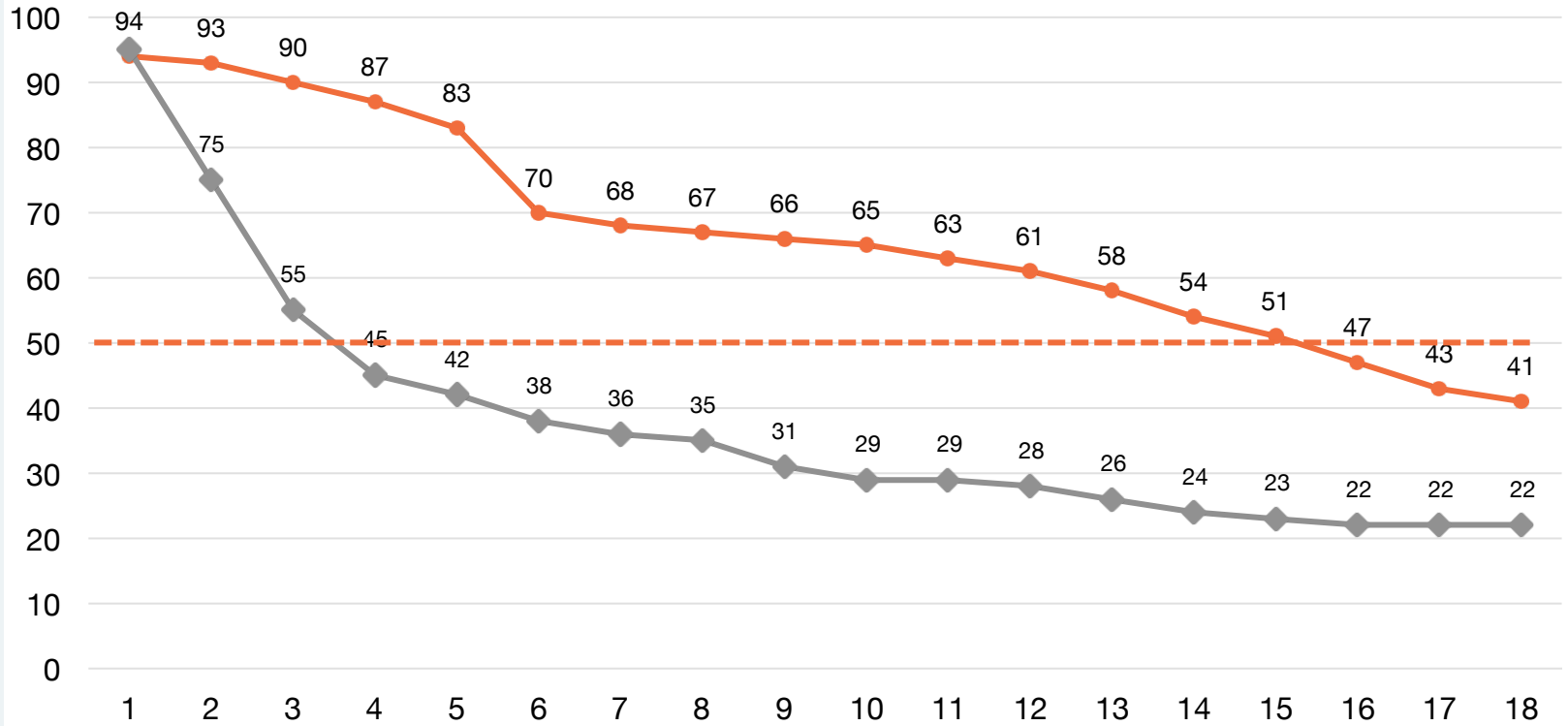


Retention



Months of Memberships

Average (Median) Membership Length

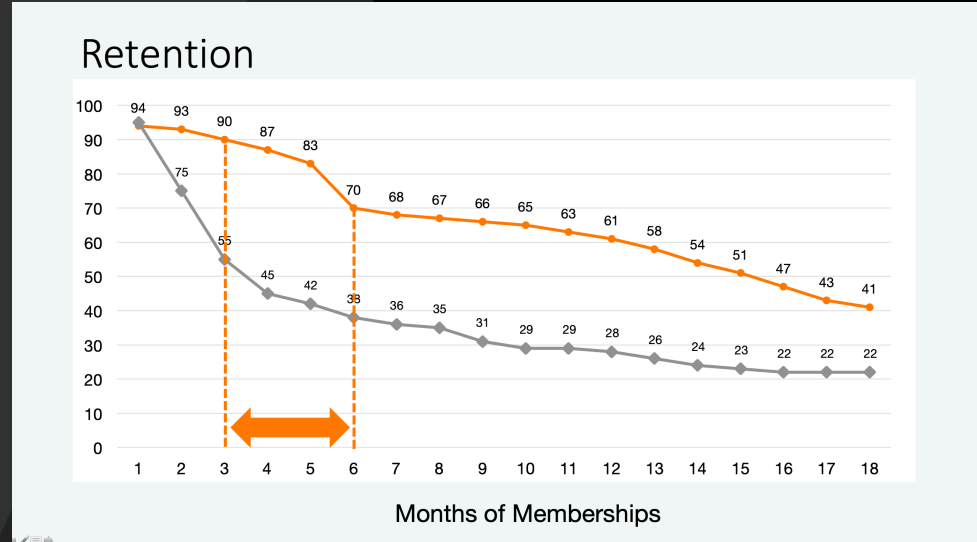
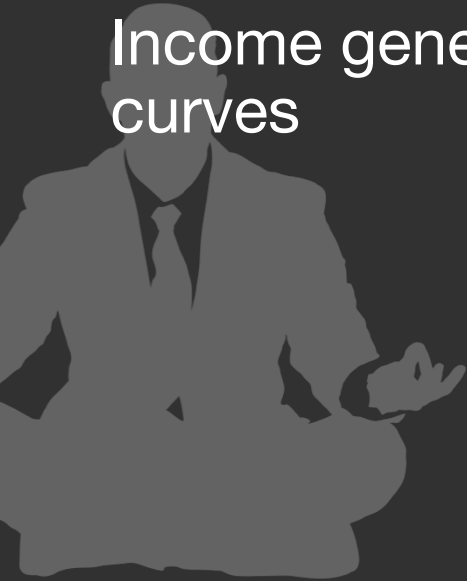


Months of Memberships

Retention Survival Curve

What's the value of a customer?

Income generated by both curves



**How much
would you
spend to
RETAIN
a customer?**



Dawn Wilkinson

Dawn Wilkinson 5 hours per week making courtesy calls to customers with low usage.

September to November 2018

Dawn made 164 call to customers who had not been in for 21 days



Dawn Wilkinson

New York Minimum Wage

\$13.00 hr = Earns \$65.00 per week

13 weeks x \$845.00



Dawn Wilkinson

New York Minimum Wage

\$13.00 hr = Earns \$65.00 per week

13 weeks x \$845.00

164 Customers x \$35.00 = \$5,740

\$5,740 - \$845 = \$4895.00



retention**GURU**

Time Line



Physical Journey

↑
PT PoS



Digital Journey



Data curating

Time Line



Physical Journey



Digital Journey



Data curating

George the Personal Trainer



George the Personal Trainer

10% 1st Month (PoS)

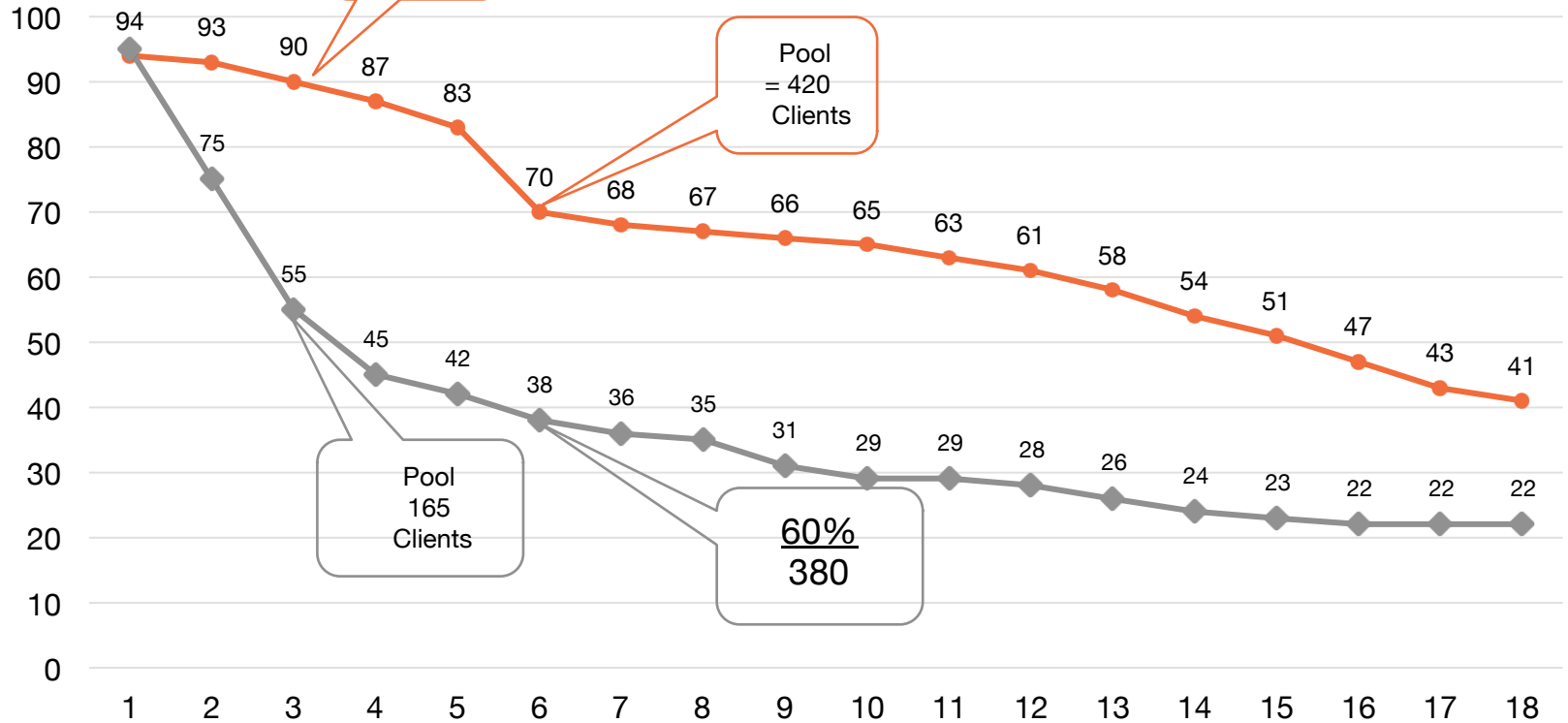
30% 2-5 months in

60% 6 > months



Retention Buy PT

1000 Customers



Months of Memberships

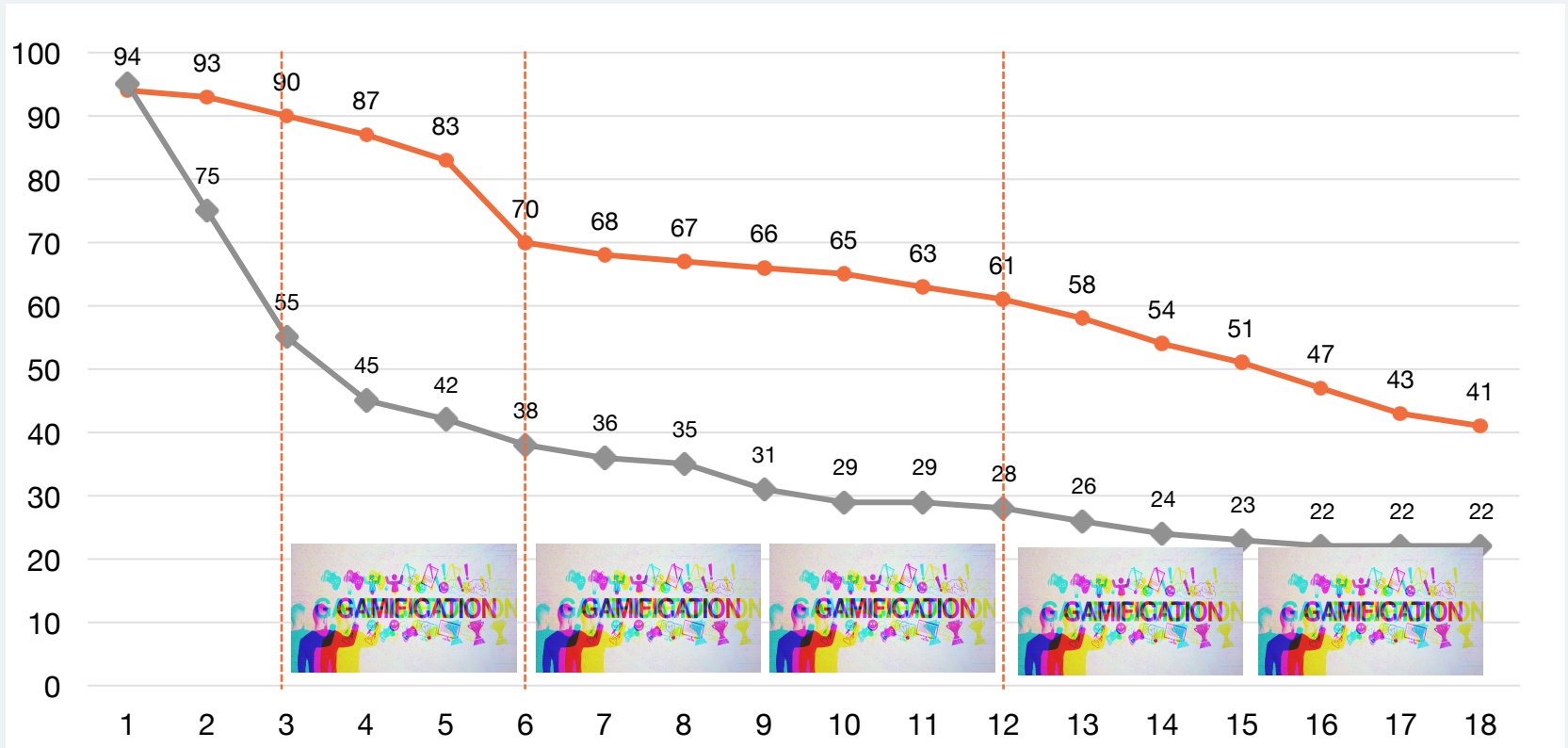
Pool
600
Clients

Pool
= 420
Clients

Pool
165
Clients

60%
380

Retention

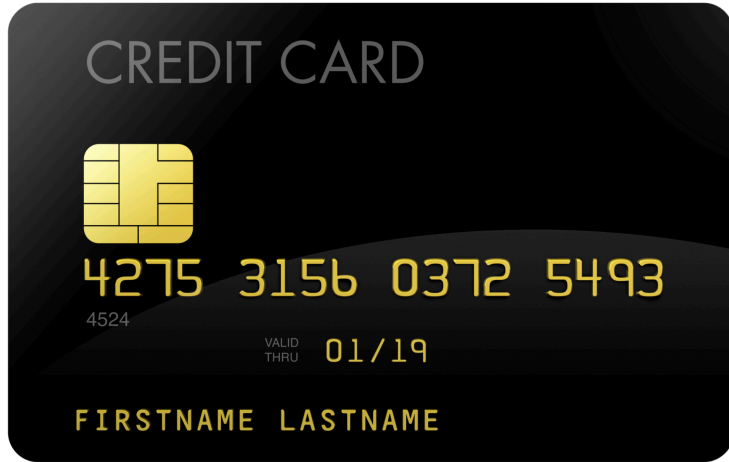


Months of Memberships

Apple Watch (Intrinsic)



Acknowledge with Status



Top tier customers

#GoldsStrong

Gifts not 20% off vouchers

Reward the behaviour you want





HERE NOW 265



MomsXout



KKuhl



SpinVanSpin



Daisy0317



5talk531

Know Your Customer

Eboney Williams

Hates Valentines

Not Romantic

Dislike Gift giving as a should



Avoid compliancy and routine

Or

Routine compliancy towards
customers

Significant anniversary and
surprise and delight



Build Community

Give it a name,

Brand it

Invite them to something



Your building advocates



I loved it here I look forward to the workout when I return to this city



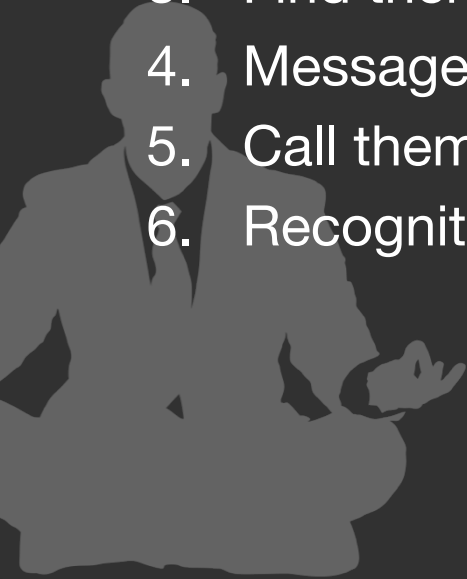
I REALLY enjoyed working out at EVO. It was the highlight of my day



I EVO super cool and helpful team. I will definitely return when I am back in town

Do this

1. Make a personalized Video (Arnold Schwarzenegger)
2. Give them a gift
3. Find them in the club and congratulate them
4. Message them recognizing their achievements
5. Call them, congratulate and gift
6. Recognition event (90+ days)



**Go on then ask
me a question**





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[Retention Guru](#)



[Dr Paul Bedford](#)



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