

LET'S ONBOARD MEMBERS!



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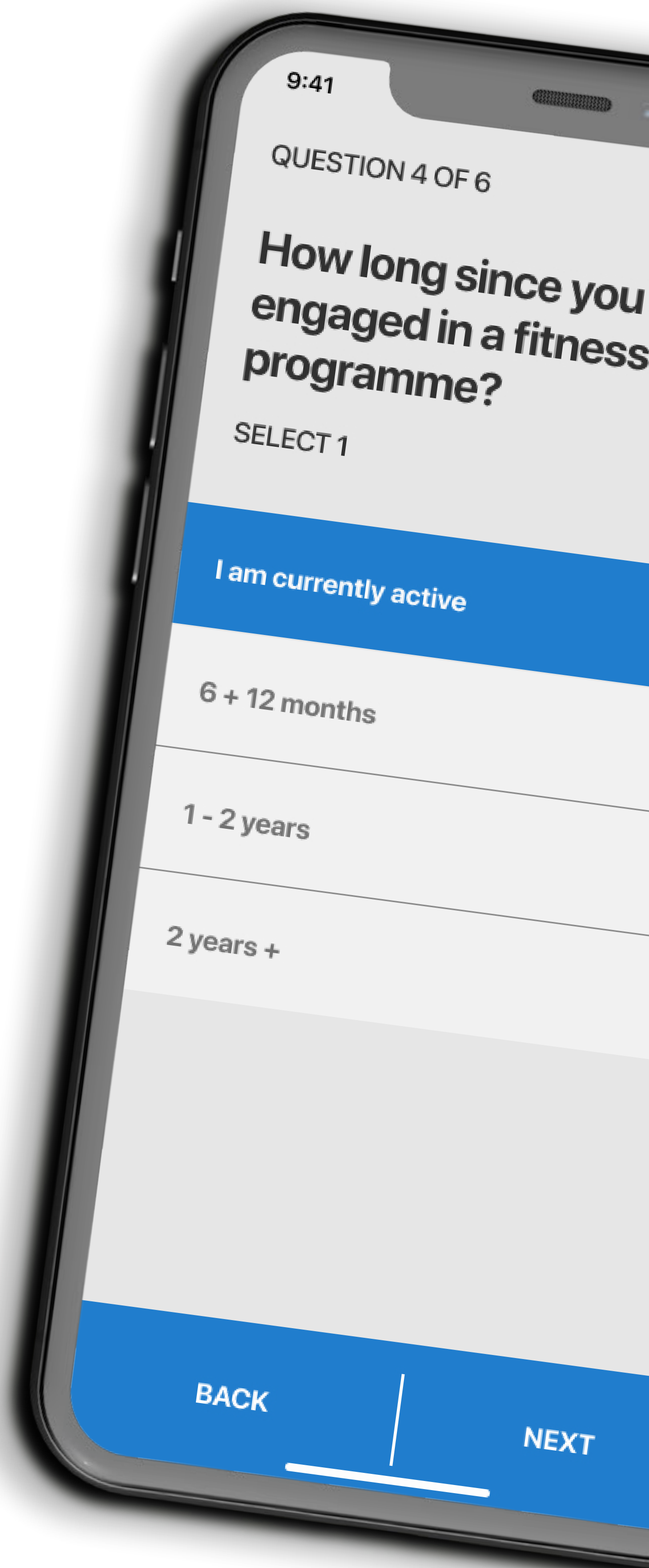
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LET'S OPTIMISE MEMBER ONBOARDING.

Discover the key strategies for optimising the member onboarding process and enhance member engagement from day one.

Read about:

- The importance of the member journey in retention.
- How to personalise the onboarding experience.
- Engaging members through customised programming.
- Utilising targeted offers and promotions.
- Automations for seamless member support.



THE IMPORTANCE OF THE MEMBER JOURNEY IN RETENTION.

The member journey plays a crucial role in retaining members and keeping them engaged with the brand, especially in the first 60 days.

According to statistics from Dr Paul Bedford - The Retention Guru, the number of visits a member makes within this period directly correlates with their length of stay and the financial impact it has on the business. By providing a seamless and positive onboarding experience, you can increase the likelihood of members staying for a longer duration.

To ensure a successful member journey, it is important to focus on personalised interactions and tailored experiences that meet the individual needs and preferences of each member. This not only strengthens their connection with the brand but also fosters a sense of belonging and loyalty.

PERSONALISED ONBOARDING EXPERIENCE.

A key aspect of optimising the member onboarding process is providing a personalised experience right from the start.

When a member joins, they should receive a welcome email that guides them towards taking the next steps, such as booking an induction and downloading the member app. Through the app, members can complete a profiling questionnaire, enabling the app to personalise menu options and content based on their preferences. This personalisation creates a more engaging and tailored experience for each member, increasing their connection with the brand.

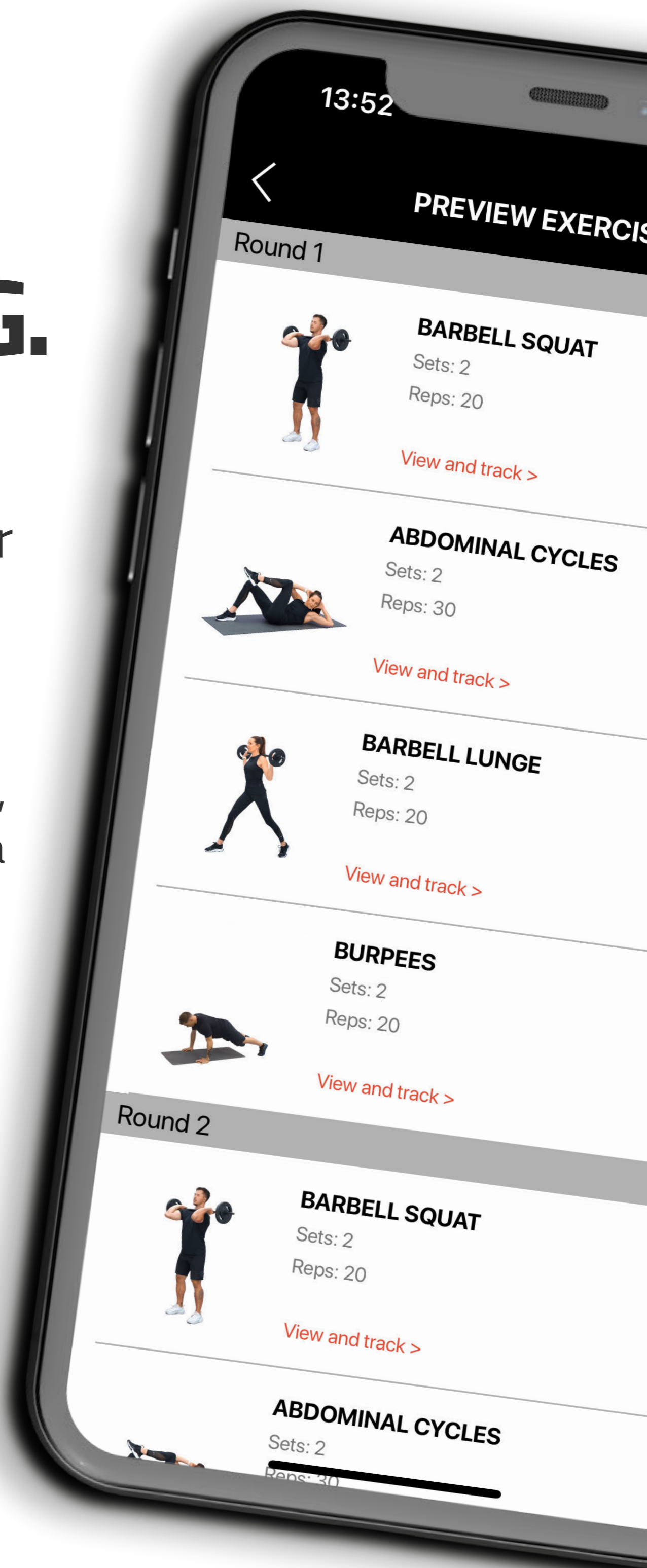
Additionally, operators have the ability to monitor new members who have not yet logged in to their dashboard within the initial days of their onboarding journey. They can proactively reach out to these members via email or phone to ensure that all new members are fully supported. If your club has specific criteria for identifying members for engagement, our data engineers can create customised views tailored to your requirements.

ENGAGING MEMBERS THROUGH CUSTOMISED PROGRAMMING.

Individuals now expect personalised services that cater directly to their needs.

As each new members bring a diverse background, demographics, age, ability, and aspirations, it becomes clear that a tailored program is crucial for fostering engagement.

Once a member has completed their induction, the information gathered, including assessments, is stored digitally against their profile. This data serves as a benchmark and allows trainers to build out a personalised programs. Content can be fully personalised or automated based on the member's responses to the profiling questionnaire and assessment outcomes.



UTILISING TARGETED OFFERS AND PROMOTIONS.

Operators can send targeted offers to further engage members and encourage them to explore different products and services.

Offers can be tailored to specific audiences and promote products or services that members have not previously engaged with. For example, offering a complimentary 30-minute personal training session or a discount on a package of personal training sessions.

The ability to centrally administer these offers and customise pricing based on location allows for effective promotion across a large estate, increasing member engagement and revenue.

Eliminating obstacles for members is essential for adoption. When a member receives a notification for a complimentary personal training session, they should be able to effortlessly book it on their mobile device without the hassle of contacting the club's reception, dealing with cumbersome web forms or waiting for emails. The interaction should be seamless and instantaneous to overcome any hesitations.

AUTOMATIONS FOR SEAMLESS MEMBER SUPPORT.

Automated touchpoints and communications play a crucial role in supporting members throughout their initial period.

By setting up automations, operators can ensure that key communications are sent to members at the right time, providing guidance and support.

These automations can include reminders for bookings, self-assessments, or gathering feedback through questionnaires like Net Promoter Scores.



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Triggers can be set based on various circumstances, such as time-based criteria (e.g. 30 days since joining), specific member actions (e.g. booking their first workout class) or a member inaction (e.g. not checking into the club for 14 days). Clubs have the flexibility to customise triggers according to individual habits and preferences, ensuring a dynamic and personalised member experience.

Additionally, members can view their progress through a dashboard, tracking their attendance and classes taken. Based on new assessments, members can be reprogrammed to ensure their needs are continually met and their journey is supported.

WE ARE HERE TO HELP YOUR BUSINESS.

If you would like to chat through your digital options already included in your package, or how to maximise your digital opportunity in the coming months, please get in touch with us directly via email or phone.

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