

## 2 LISTENING TO MEMBERS

Client: **Xercise4Less, UK**  
Programme: **Listen360**

**Jon Nasta**  
Director, Retention Solutions

In the past, by the time Xercise4Less knew a member was in danger of cancelling, that member was already out of the door; the company needed to find a new way of engaging with 'at risk' members. In July 2013, it began working with Retention Solutions' Listen360 member feedback service, which also gives a rolling NPS score for each of the 34 Xercise4Less sites.

There were two key areas that attracted the budget brand to the service.

Firstly, members giving an NPS score of six or lower would be highlighted on an in-club dashboard for the manager to contact. To date, using this method,



**Xercise4Less' average NPS score rose from 32 to 53 in just one year**

Xercise4Less has been able to move 1,313 members from being classed as brand detractors to brand promoters. Each week, across the estate, club managers speak to more than 300 members and avoid cancellations before they happen. Although that's just 10 per cent of members, over a year it represents well in excess of 90,000 potential cancellations.

Secondly, key word analysis of member feedback enables Xercise4Less to see exactly what members feel is done well and not so well, in each club and across

the business as a whole. Knowing what members are talking about on a weekly basis gives the company the power to make operational decisions in an objective way.

In July 2013, Xercise4Less' overall brand NPS score was 32. Just over a year later, the average NPS score across the estate was 53, with some clubs over 80. Joe Hall, Xercise4Less' head of member engagement, says: "We now put so much store in the system that we run monthly competitions based around KPIs such as NPS percentage improvement."

## 3 WHEN SUPPLY MEETS DEMAND

Client: **Glasgow Life, UK**  
Programme: **GYMetrix**

**Rory McGown**  
MD, GYMetrix

Glasgow Life boosted retention rates and increased membership by 45 per cent at its Gorbals site after working with us to solve the problem of low equipment availability.

The leisure trust, which operates 30 venues including 22 gyms, invited GYMetrix to conduct a study at Glasgow Club Gorbals in September 2013. The 45-station gym had 2,788 members, but growing demand was putting pressure on the facility and had reduced how available members found equipment.

Bob Peck, commercial development manager for Glasgow Life, told me they knew growing demand had far outstripped availability – particularly for free weight equipment – but it was difficult to quantify without hard data.

Our study showed very low levels of equipment availability, which was



**The gym was moved and expanded to increase equipment availability**

hampering growth and negatively impacting retention. Among members who remained, customer satisfaction was low, with the facility recording a Net Promoter Score (NPS) of just 11.

Glasgow Life moved the gym to a sports hall, expanding its capacity to 93 stations, and invested in equipment that had been shown by GYMetrix to have the lowest levels of availability – an extensive list, as there were shortages in all areas, but with a particular focus on free weights benches, lifting platforms,

cable stacks, treadmills, cross-trainers and resistance machines.

Just six months after expanding the gym, the club reported a 422 per cent increase in the time free weight equipment was used, due to increased availability now meeting the high demand.

In addition, the facility had attracted 1,265 new members – a 45 per cent growth. Among those who had been members before the refurb, retention rose to a level 5 per cent higher than at other Glasgow Life gyms. NPS also saw a huge uplift to 62. ▶