

Motionsoft™

TECHNOLOGY

SUMMIT

— 2015 —

EDUCATION SERIES

The VIPs of Retention: Visits, Interactions and Programming (VIP)

Tuesday, October 27, 2015



retention**GURU**


Motionsoft



Todd Tweedy
Moderator
Summit Education Series
Motionsoft





Upcoming Webinars

Visit <http://www.motionsofttechnologysummit.com> to view the complete webinar schedule.

October 29, 2015
Thursday

Houman Arasteh, President, h2 wellness

Connected Health: Understanding How to Leverage Technology to Influence Human Behavior

Track: Connected Health and Member Engagement

November 3, 2015
Tuesday

Weidong Yang, CEO, Kineviz

Actionable Information From Meaningful Member Data in the Fitness Industry

Track: Data Visualization and Predictive Analytics.

November 5, 2015
Thursday

Greg Skloot, Vice President of Growth, Netpulse

Developing a Member-Centric Mobile App Strategy

Track: Mobile Strategies

Motionsoft Member Management Solutions



B.O.S.S.

B.O.S.S. - Back Office Support Services

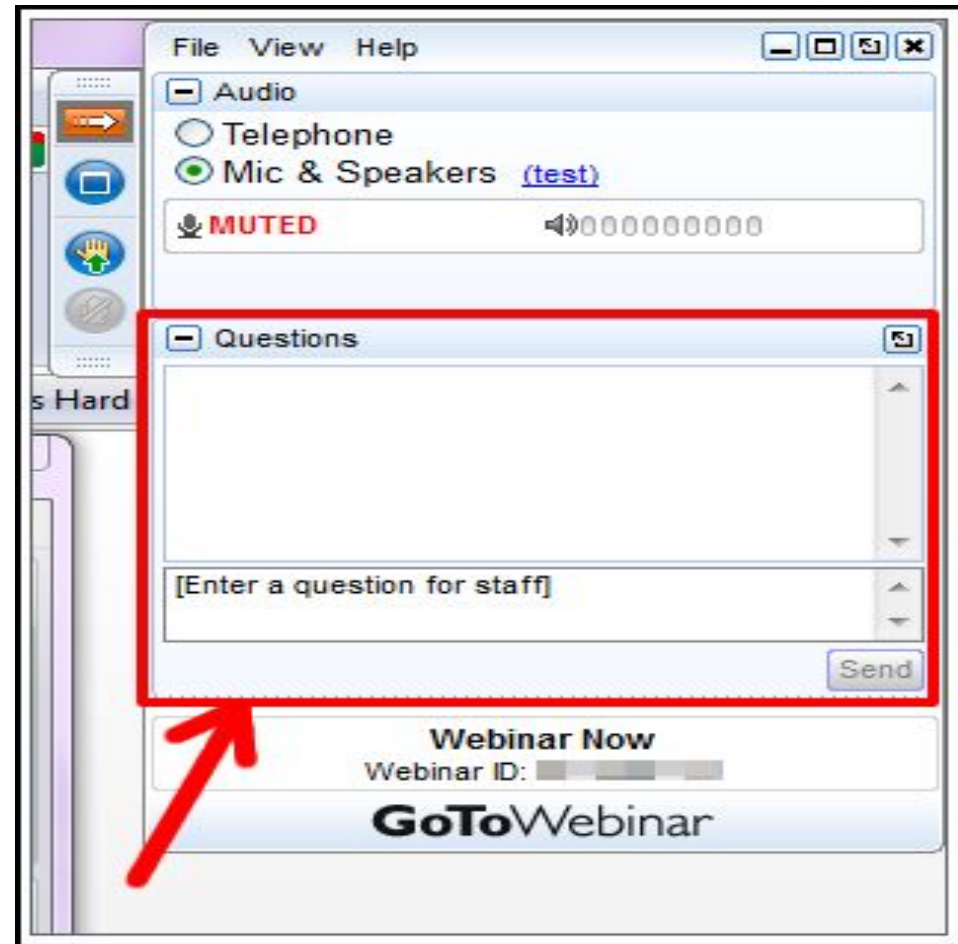
An automated billings solution that includes three core methods of communication:

- **Automated Phone Calls**
- **Email Generator**
- **Letters**

To learn more about B.O.S.S. contact
support@motionsoft.net or call 1-800.829.4321



Asking Questions in GoToWebinar





Your Presenter

Dr. Paul Bedford

Principle

Retention Guru

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Visits Interaction Programming

Dr. Paul Bedford



VISITS

VISITS

VISITS

Understanding the Value of Visits

Visits are a predictor of member behaviour

Behaviour is a predictor of retention

The 4 Visits a Month Formula

Making at least 4 visits per month reduces
the risk of membership cancellation by

29%.

The 4 Visits a Month Formula

Members who achieve at least 4 visits per month remain an average of **13 weeks** longer than those who visit less frequently.

More than – Less than

1 per week, 1st 4 weeks

Not more than 3 per week in 1st 4 weeks
for new or inexperienced members

1st Month Visit & Overall Stay

Visit Frequency	# of Months Stayed
3+	12.4
2-3	12.1
1-2	9.6
0-1	4.6

Visit Frequency

Visits per month, not weeks visits per week

4-12 per month not 3 x per week

Membership Usage (per 1000 members)

890 (89%) members accessed the club during a 21 week period

50 (5%) used the club 3+ per week

50 (5%) used the club 3 per week

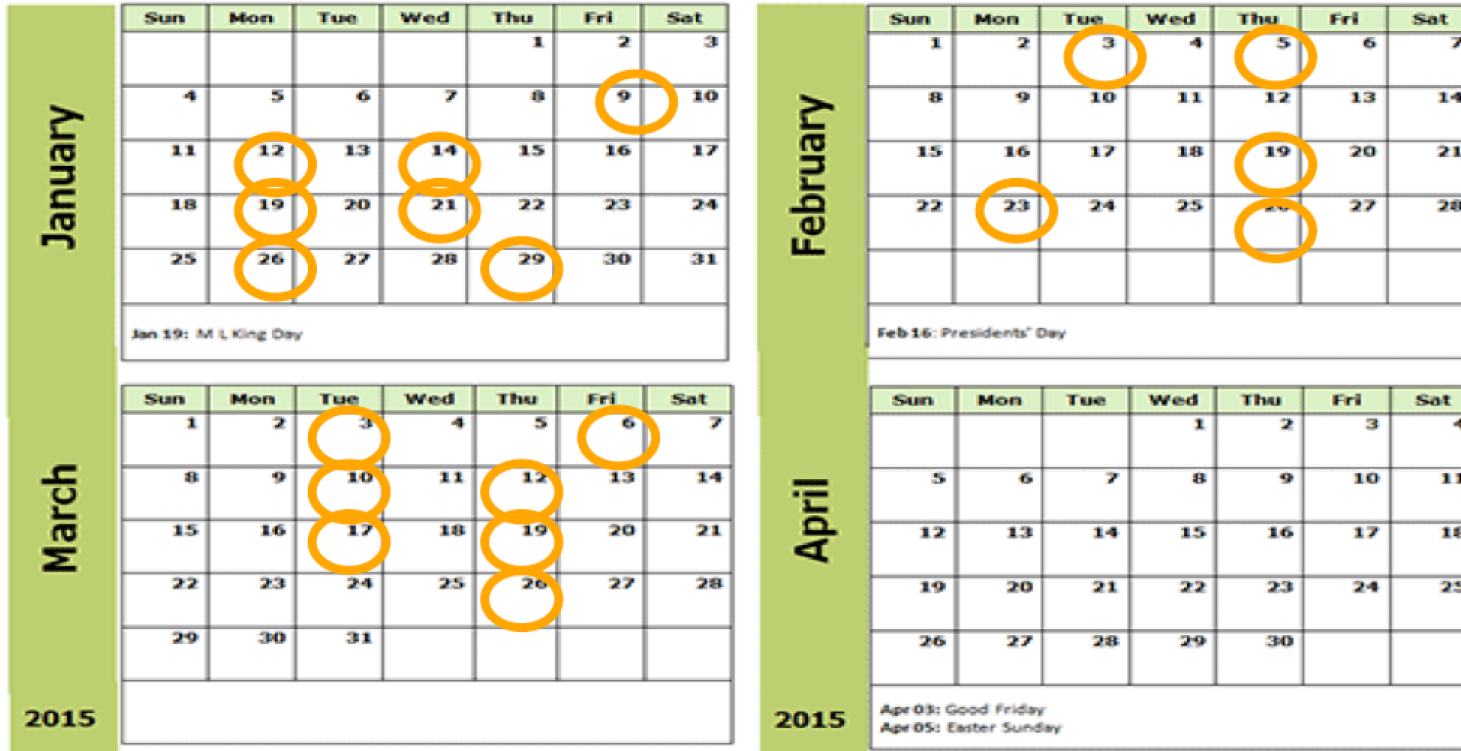
140 (14%) used the club 2 per week

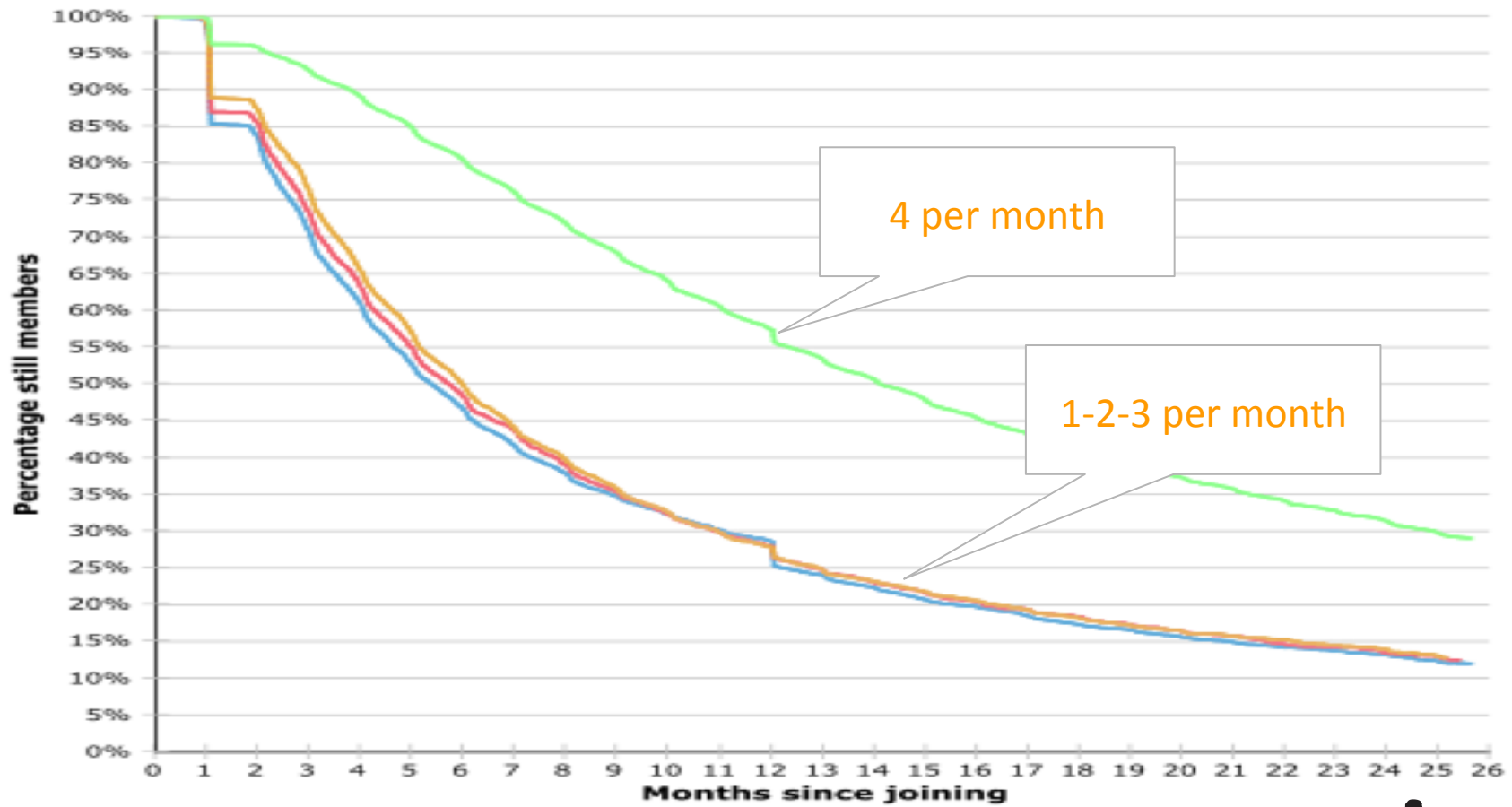
320 (32%) used the club 1 per week

310 (31%) used the club less than 1 per week

110 (11%) members did not use the club in this period

Mapping Visits by Activity





INTERACTIONS
INTERACTIONS
INTERACTIONS

The Value of Interactions

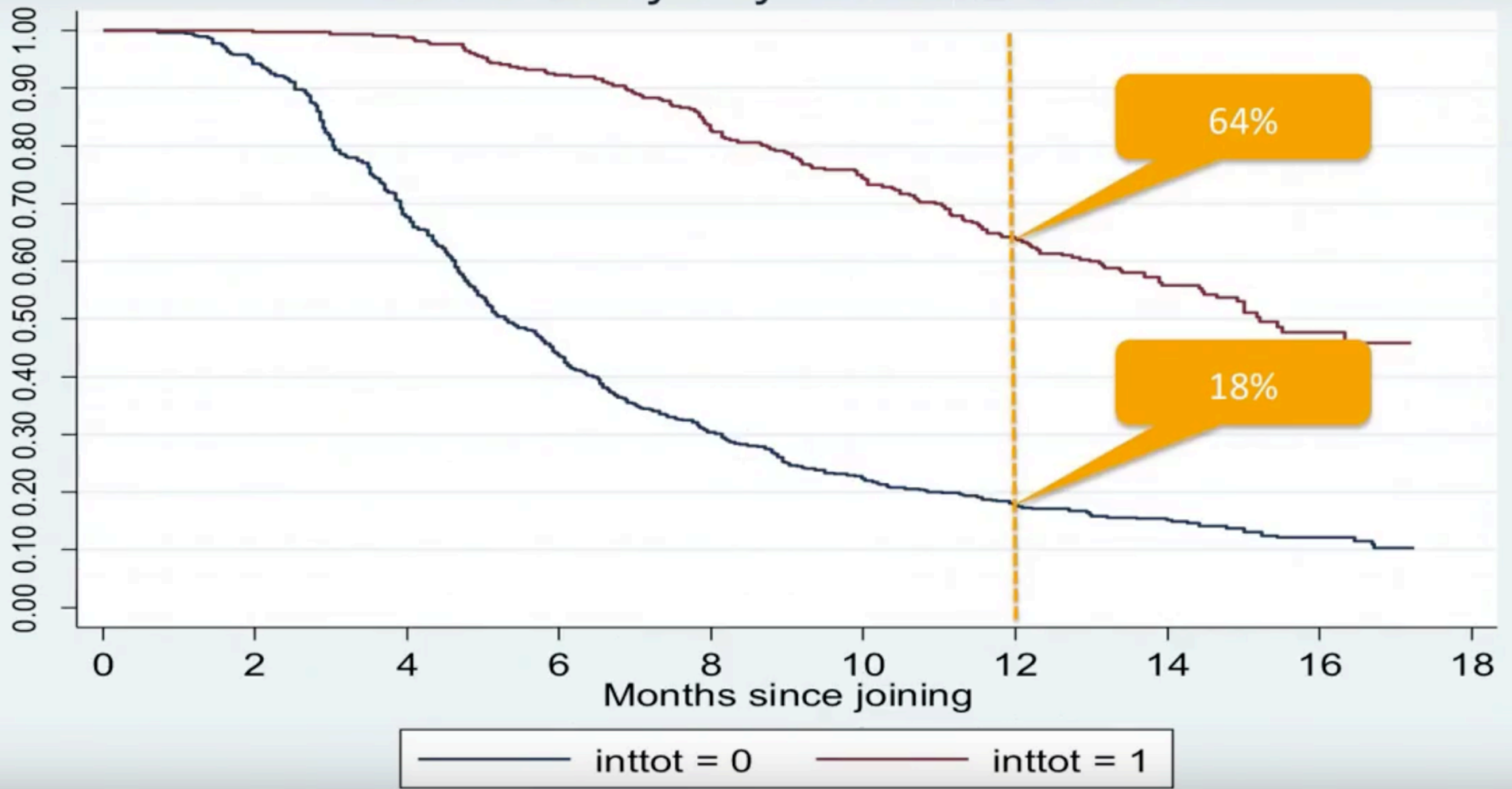
If staff always spoke to all members,
it's estimated that **44%**
of cancellations would be avoided.

Interaction Effect

1 Interaction	2-3 Interactions	4+ Interactions
20% more likely to visit	50% more likely to visit	80% more likely to visit

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

Retention by any interaction or not



PROGRAMMING
PROGRAMMING
PROGRAMMING

Programming

Components of fitness (MS, ME, F, CV, MotSkill)

Timeline for change (MS, ME, F, CV, MotSkill)

Principles of training (FITT or FIDT)

Simple to complex

Supported to unsupported (Machines to Functional)

Self-efficacy (Confidence to competence)



retention**GURU**



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<https://www.facebook.com/paul.bedford.378>



<http://uk.linkedin.com/in/drpaulbedford>



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THE INTELLECT AND BUYING
POWER IN THE ROOM."***

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DIRECTOR OF PRODUCT DEVELOPMENT
CONSOLE TECHNOLOGY
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