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EDUCATION SERIES

Driving High-Impact Member Experience Management Programs

Tuesday, December 1, 2015



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Your Moderator

Todd Tweedy

Summit Education Series

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Club OS


visual fitness planner
the ultimate sales engine

MATRIX

Gantner
technologies

Netpulse

MYZONE®



h2 fit

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Upcoming Webinars

View the complete webinar schedule <http://www.motionsofttechnologysummit.com>

December 8, 2015

Tuesday

Jill Thorpe, Partner, Healthcare Division
Manatt, Phelps & Phillips, LLP

Personal Health Data: Understanding Which Legal Frameworks Apply to Different Use Cases in Fitness, Healthcare and Wellness
Track: Legal

December 10, 2015

Thursday

Bill Besselman, VP of Integration and Digital Strategy,
Under Armour Connected Fitness

Embracing Digital Partnerships with Under Armour Connected Fitness to Extend Your Reach, Influence, Profitability and Growth
Track: Digital Partnerships

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Motionsoft Update



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**

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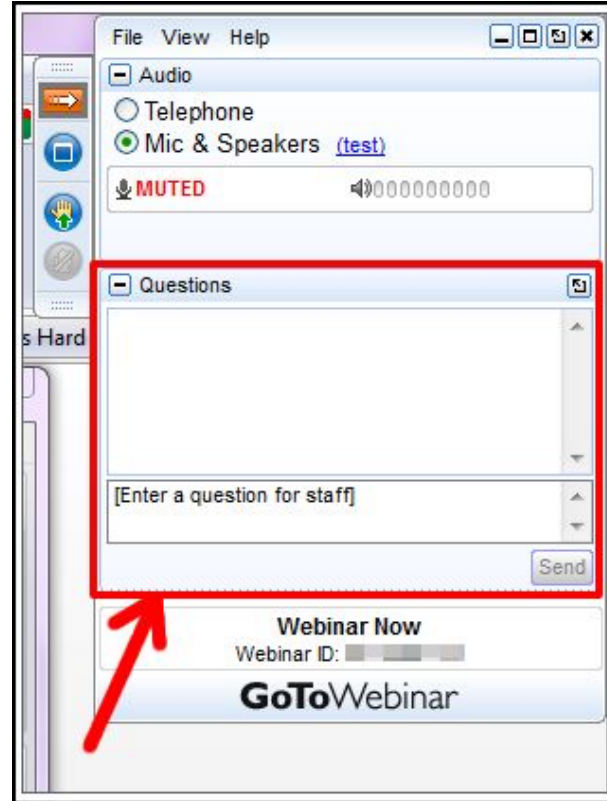
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Ask Your Questions in
GoToWebinar by using
the Question Module



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Your Presenter

Sid Banerjee

CEO, Clarabridge





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Driving High-Impact Member Experience Management Programs

Sid Banerjee

CEO and Co-Founder, Clarabridge

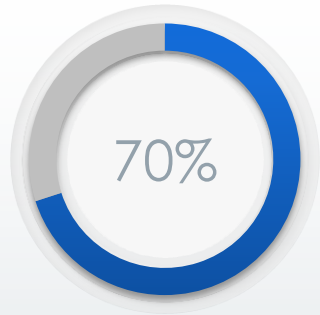
What is Customer Experience Management?

Customer experience management (CEM) is the collection of processes a company uses to track, oversee and organize every interaction between a customer and the organization throughout the customer lifecycle.

Source: Tech Target

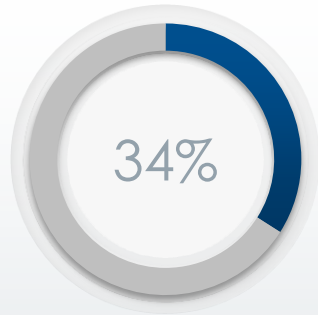
The State of CEM Programs

Source: Temkin Group
Capitalizing on the VO, April 2015



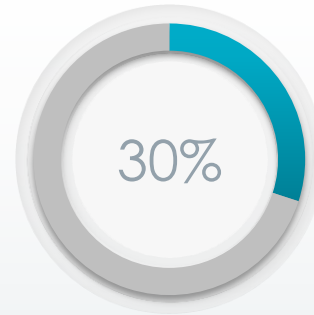
Collect
customer
feedback

Connect



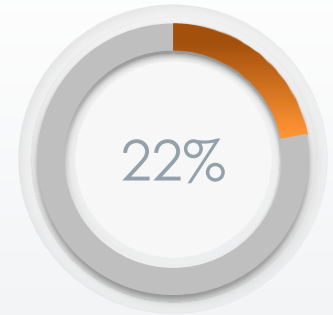
Analyze
business changes
based on insights

Analyze



Operationalize
solutions based
on insights

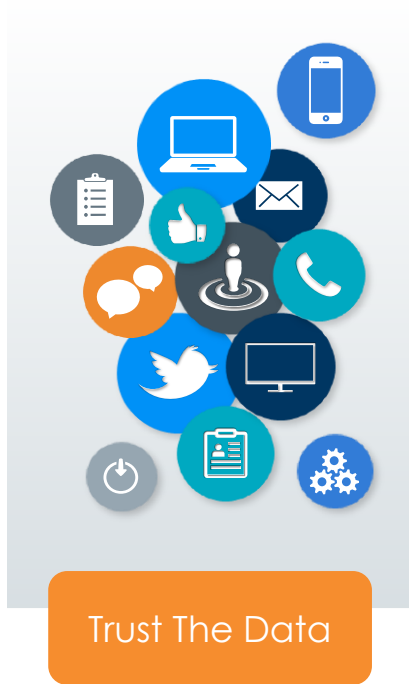
Operationalize



Embed
across
organizations

Embed

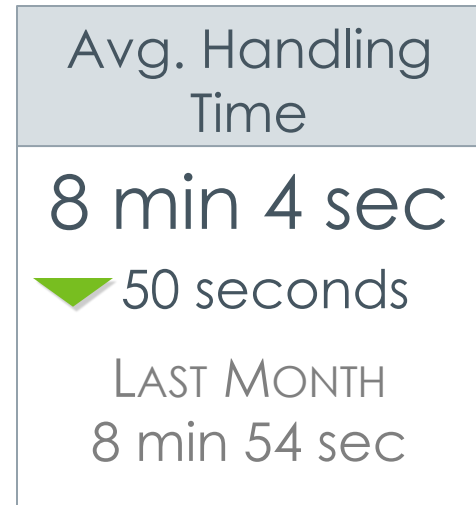
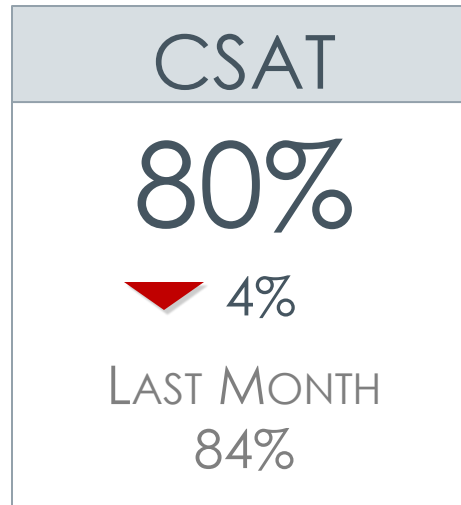
Why Do We Struggle?



Structured Versus Unstructured Data

Structured Metrics From Surveys Are Often the Basis for Customer Experience, While Unstructured Feedback is Ignored

Structured Data (5% of feedback) only tells you “What”



Structured Versus Unstructured Data

Structured Metrics From Surveys Are Often the Basis for Customer Experience, While Unstructured Feedback is Ignored

Unstructured feedback (**95% of feedback**) tells you **“Why”**

Further to this 'phantom manager' that we both never met, the fact that we were told that this manager would not be able to see us until after the flight left was extremely unhelpful as the CUSTOMER OBJECTIVE AND REQUIREMENT here was to get us both on that flight. **Every single customer service girl at the counter that day did not understand the CUSTOMER NEED OR OBJECTIVE and in this competitive environment** this is something every company must master

02 Jan 2010

Is this how Tiger is able to 'provide the cheapest fares around'? **By clearing all the customer service staffs at the front counter to help out with the activities on the tarmac?** We have never seen or heard such rubbish.

02 Jan 2010

there was paperwork and a check to be done for the car **My partner arrived 7 minutes after I checked in** he was denied being checked in

02 Jan 2010

We were booked to return to Sydney on flight TT763 on Wednesday, 30th December 2009 at 9,55am from the Gold Coast but only one of us returned on this flight and we will explain why. **I arrived at the Tiger check-in counter at about 9.15am and checked in as well as informing the staff that my partner was delayed in dropping off our rental car.** We had issues due to the lack of a Thrifty labelled car space to park the car

02 Jan 2010

So we arrived to our destination.. **yes,safely...but when it is time to go back to London,another problem arise again during**

ON THE 5TH OF JANUARY 2013 I WAS TRAVELLING HOME FROM ALICANTE. **WHEN MY HUSBAND GOT TO THE CHECK-IN DESK WE WERE TOLD THAT WE WOULD NOT BE SITTING TOGETHER. AS A VERY NERVOUS FLYER I WAS HORRIFIED.**

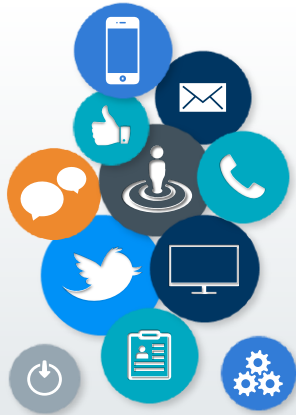
12 Jan 2013

Nobody could reach them. **In their counter, the clerk just said he was sorry and that there is no information!** It was not the subject of my complaint because I complained about violations of the rights of passengers to information, after 10 hours of waiting none of the above did not get what we were entitled.

01 Jul 2013

Godnose how much they charge excess but you can be sure they are going to tell you it was in THE SMALL PRINT. **We were so upset about our**

Social is More than Collecting & Reading



All Conversations
About Your Brand &
Competition

Track



Intelligently Filter,
Analyze & Integrate
Social + CRM

Analyze & Filter



Respond to What
Matters and Delights
Your Customers

Engage

The Customer Journey is Multichannel



Managing the Journey is Difficult



The Need for Both Operational, Analytical CEM



Bringing It Together Requires a CEM Platform

BLOGS & FORUMS

REVIEWS

SOCIAL

SURVEY

CRM & EDW

SPEECH RECORDINGS

CHAT

EMAIL

Collect Feedback

LANGUAGE PROCESSING

TOPIC DETECTION

SENTIMENT & EMOTION

RELATIONSHIPS & ROOT CAUSE

DEMOGRAPHIC & BEHAVIOR

Interpret Feedback

FILTER

TRACK CONVERSATIONS

Engage & Act

EXPLORE

DELIGHT

RESPOND

STREAMLINE

Discover & Report

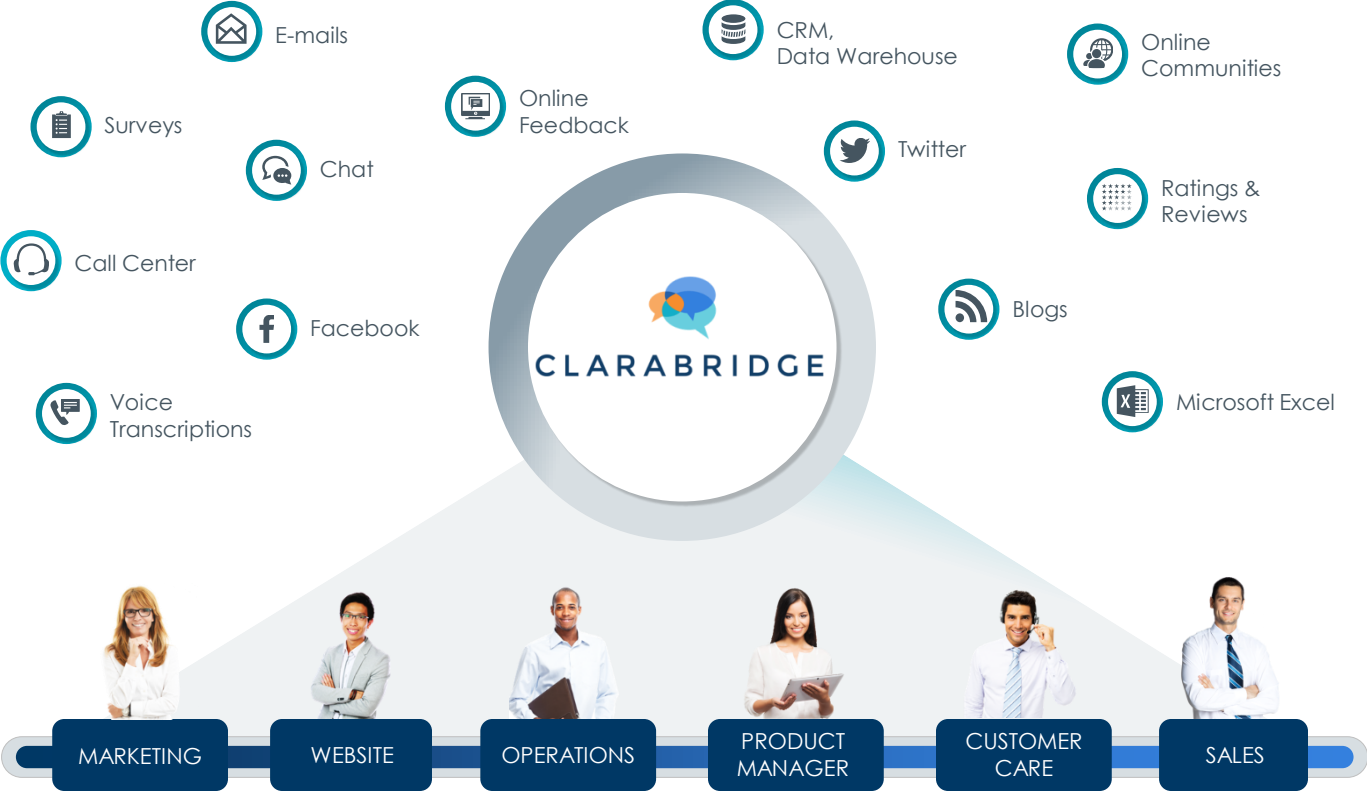
DISTRIBUTE

REPORT

DRILL DOWN

ALERT

Clarabridge is the Enterprise CEM Platform



How to Get the Most Out of Clarabridge

A central graphic for Operational CEM featuring a large orange gear with a globe in the center. The gear is surrounded by a circular arrangement of various business and technology icons, including a line graph, a document, a laptop, a smartphone, a credit card, a shopping cart, a target, and a dollar sign.

Track Service,
Product &
Quality Issues

Operational
CEM

A central graphic for Impact of Campaigns featuring a laptop displaying a search engine results page. To the right of the laptop is a large blue speaker with sound waves emanating from it. Surrounding these elements are various icons representing digital marketing and technology, such as a globe, a star, a document, a music note, a video camera, and a play button.

Track Campaigns,
Web Sites,
Marketing Initiatives

Impact of
Campaigns

A central graphic for Strategic Insights featuring a magnifying glass with a circular target in the lens. The target is divided into four colored segments (blue, green, orange, and red). Three lines with orange circular endpoints extend from the target, and an arrow points upwards and to the right from the bottom right of the magnifying glass handle.

Competitive Intel,
“What If” Analysis,
New Program
Predictions

Strategic
Insights



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CEM and Member Feedback – Social

Social = How to Use It

- Social data provides a key source of competitive intelligence
- Social insights can unlock how customers feel about your brand, your competitors, as well as promotions and design features
- Monitoring and analyzing social is critical to understand how your brand is perceived by consumers

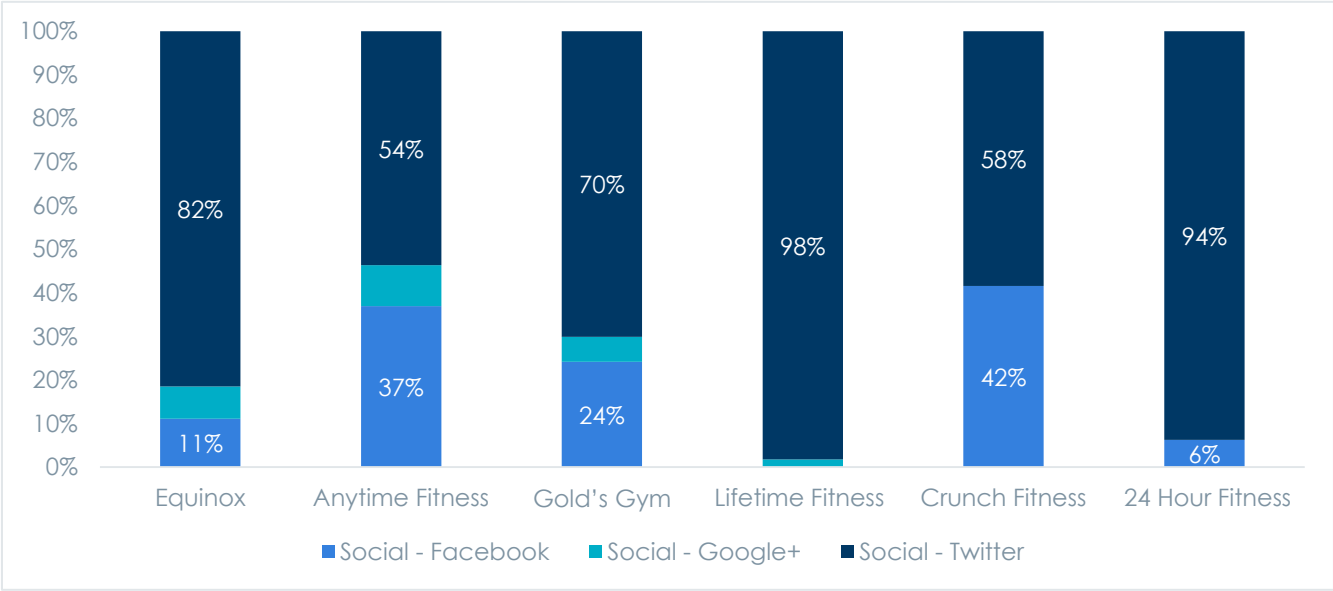


Use Social Monitoring To See Where and When Your Competitors Are Being Talked About



Where Do You Want to Engage Your Audience?

Although twitter is the dominant platform for all six of these brands, **Anytime Fitness** and **Crunch** have a much higher proportion of **Facebook** mentions:

























Use Social to Connect with Your Customers Outside the Gym

Anytime Fitness

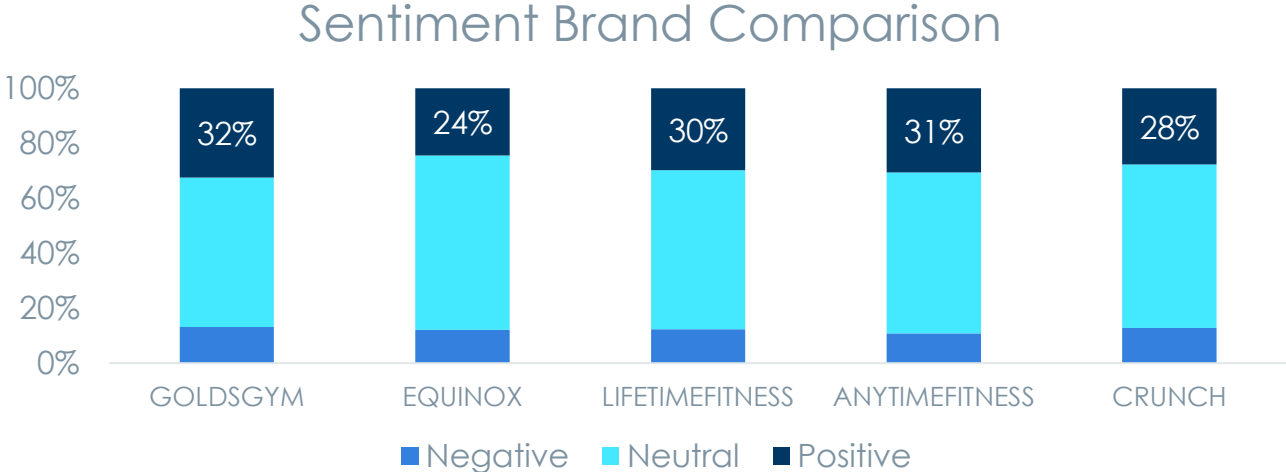
has by far the best engagement rates on their posts. They have a dedicated campaign called “Motivation Monday” that many users follow

Top Posts 

Profile	Published	Post	Engagement
 Anytime Fitness	2015-11-04 08:36:02	 Meet Michael! His #MyAnytimeStory began on the treadmill with a goal to one day run a 5K race. Now, ten months later, he's a hundred pounds lighter, a Tough Mudder finisher, and in need of a new wardrobe!	1K 967 45 2
 Anytime Fitness	2015-10-21 17:50:00	 If you've always wanted to do a pull-up and/or thought they were impossible, here's your six-week plan to make it happen. An Iron-Glad Plan to Complete Your First Pull-Up blog.anytimefitness.com	706 496 25 185
 Anytime Fitness	2015-10-30 14:07:02	 Late fall is full of temptations. Stay on track with a workout plan! November 2015 Workout Calendar blog.anytimefitness.com Late fall is a tempting time to lose track of your wellness goals. Stay strong, while nourishing your mind,	538 394 7 137
 Anytime Fitness	2015-10-15 14:25:01	 Don't toss those pumpkin seeds! 10 Surprisingly Tasty Ways to Use Pumpkin Seeds blog.anytimefitness.com Don't toss those pumpkin seeds! They're actually packed with nutrients and there are plenty of delicious	560 388 9 163
 Anytime Fitness	2015-10-26 07:17:00	 True words of inspiration from Arnie... #MotivationMonday Timeline Photos	472 335 2 135
 Anytime Fitness	2015-11-09 08:21:01	 What's your reason? #MotivationMonday Timeline Photos	281 243 18 20
 Anytime Fitness	2015-10-27 09:47:21	 Congratulations to Brooklyn for being our weekly #MyAnytimeStory winner! Her story begins where many have, with a medical issue. At 300 lbs and chronic back pain, Brooklyn was determined to get healthy and be active with her daughter. Fast forward through her hard work at the gym, she's now glowing with enthusiasm, inspiring members at Anytime Fitness - Lenoir, NC! But she's not done yet,	267 216 19 32
 Anytime Fitness	2015-11-05 09:45:00	 You're not alone if it's hard to start your day, or get to that morning workout. Engage your senses to make it a little easier! 5 Unexpected Ways to Wake Up Easier blog.anytimefitness.com	320 221 8 91
 Anytime Fitness	09:49:00 2015-11-05		81 5 1
 Anytime Fitness			35 18 1
 Anytime Fitness			785 518 10

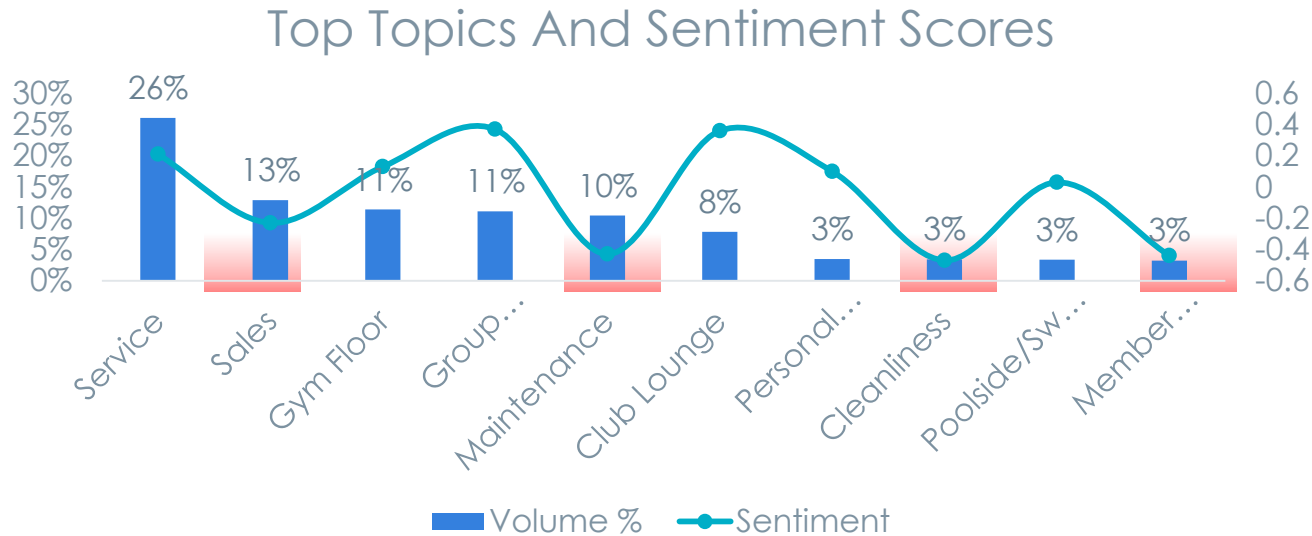
Use Customer Sentiment to Analyze Brand Perception

Gold's Gym has the highest sentiment of all the brands, but all 5 have very positive sentiment scores overall.

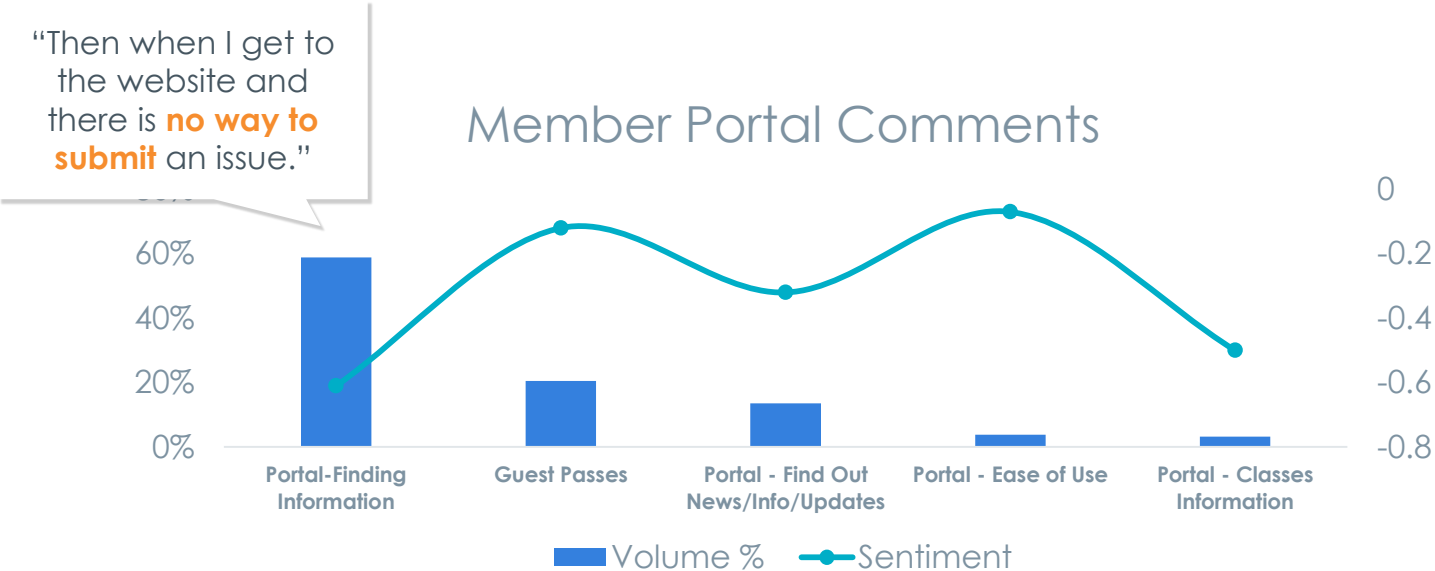


What Topics Do People Discuss on Social?

- Sales, Maintenance Issues, and Cleanliness have the **lowest sentiment** overall
- Service, Group Exercises, and Club Lounges have the **highest sentiment**



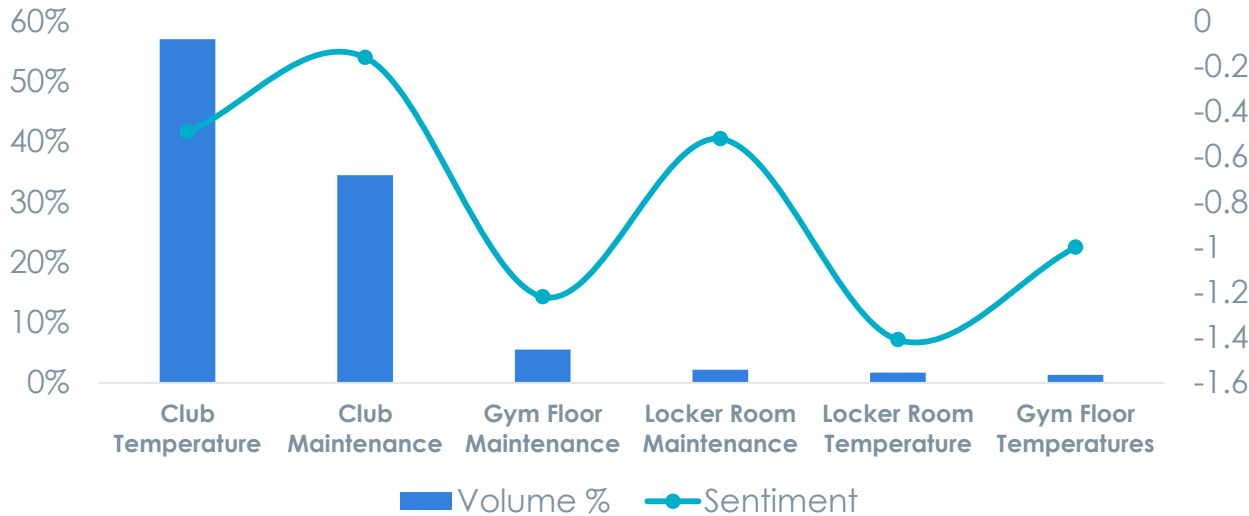
Finding Information Is A Driver of Negative Comments



KEY TAKEAWAY: Finding information is the biggest driver of negative portal comments on social media with 59% of the comments about the member portal

Complaints About Cold Or Hot Gyms Created Negative Sentiment

Top Complaints Club Maintenance



KEY TAKEAWAY:

57% of all Club **Maintenance** comments are regarding **temperature**, and the sentiment overall is **very negative**.

For example:
“The heat was almost totally unbearable.”

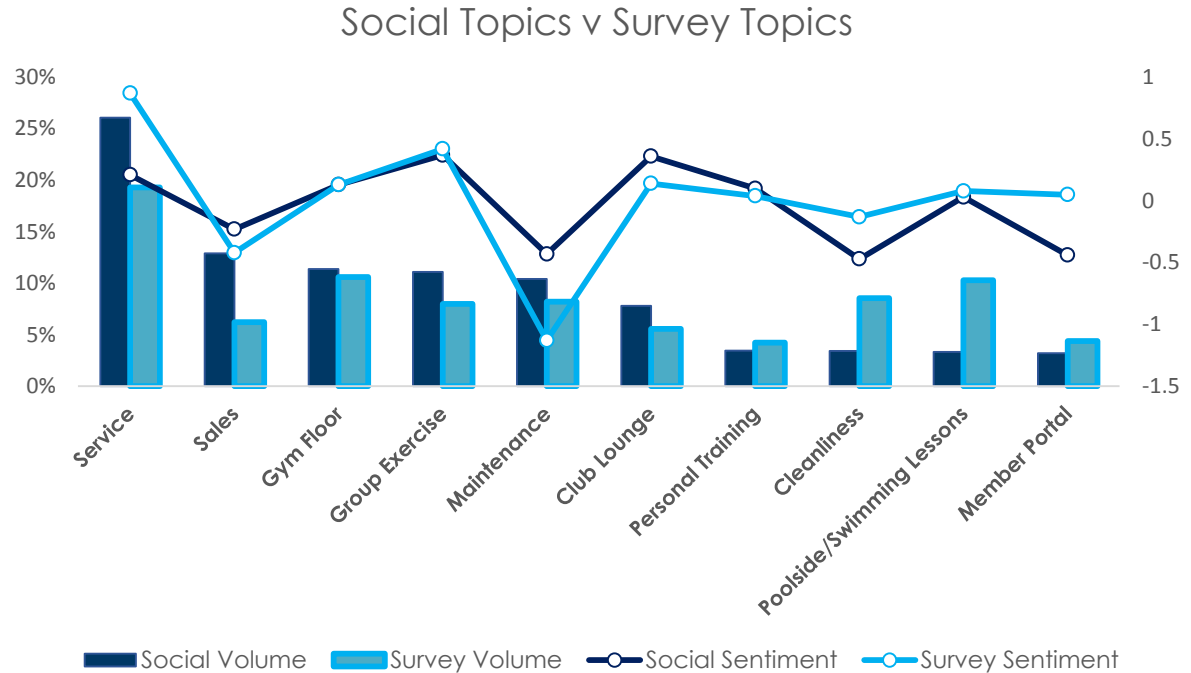


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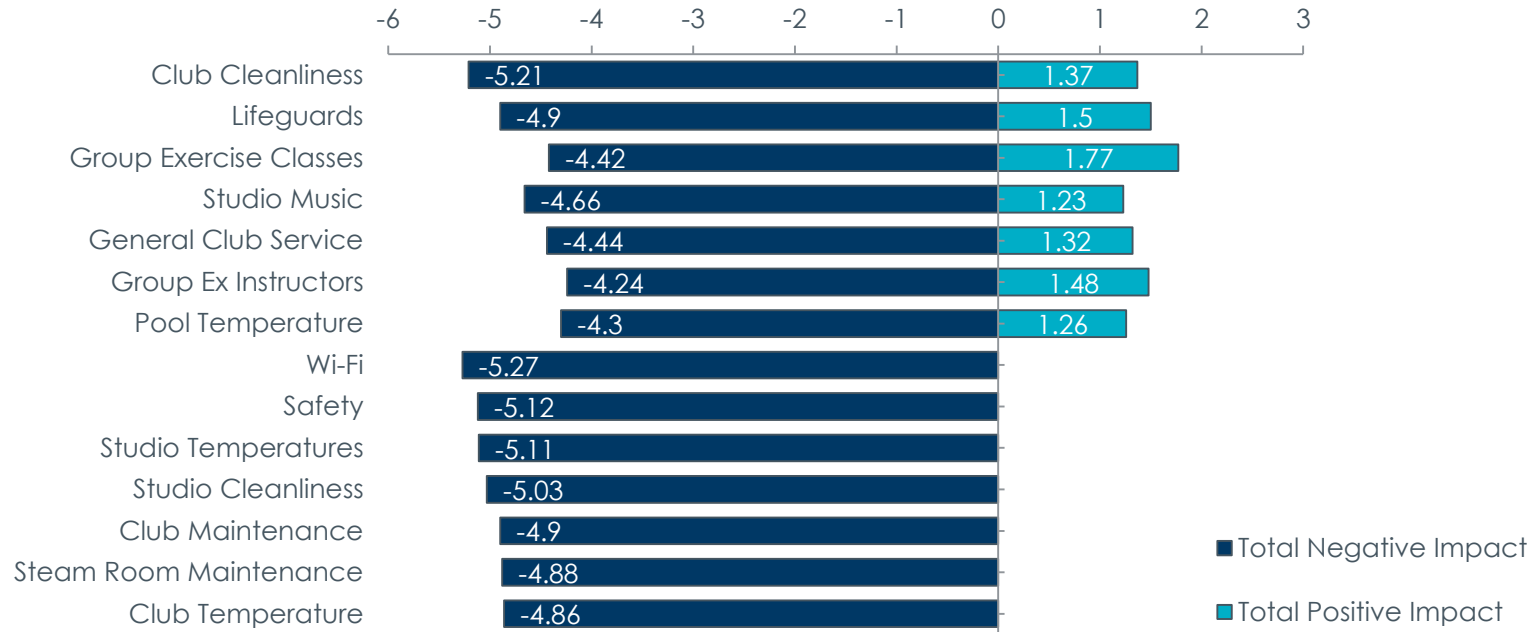
CEM and Member Feedback - Survey

Social Topics Compared to Survey

- On survey sources, customers mention service less but have higher sentiment.
- Issues around the website are mentioned 360% more often on social rather than survey
- Comments around sales are far more prevalent on social rather than survey (107% more common).
- Club Temperature (a comment of Maintenance topics) is 96% more mentioned on social



Text Analytics + NPS = Impact Analysis: What customer experiences drop satisfaction the most?



What Areas of Customer Experience Can Drop Satisfaction the Most?

- **Club Cleanliness has the biggest effect** on overall satisfaction scores. High sentiment can improve satisfaction above average, while negative scores drop people to detractor range (0-6).
- **Studio Music** and **Group Exercise** have similar effects
- **Negative experiences with WIFI** drop customer satisfaction the most of any theme
- Knowing that these topics effect customer satisfaction more strongly, we can find gyms where these issues present themselves the most



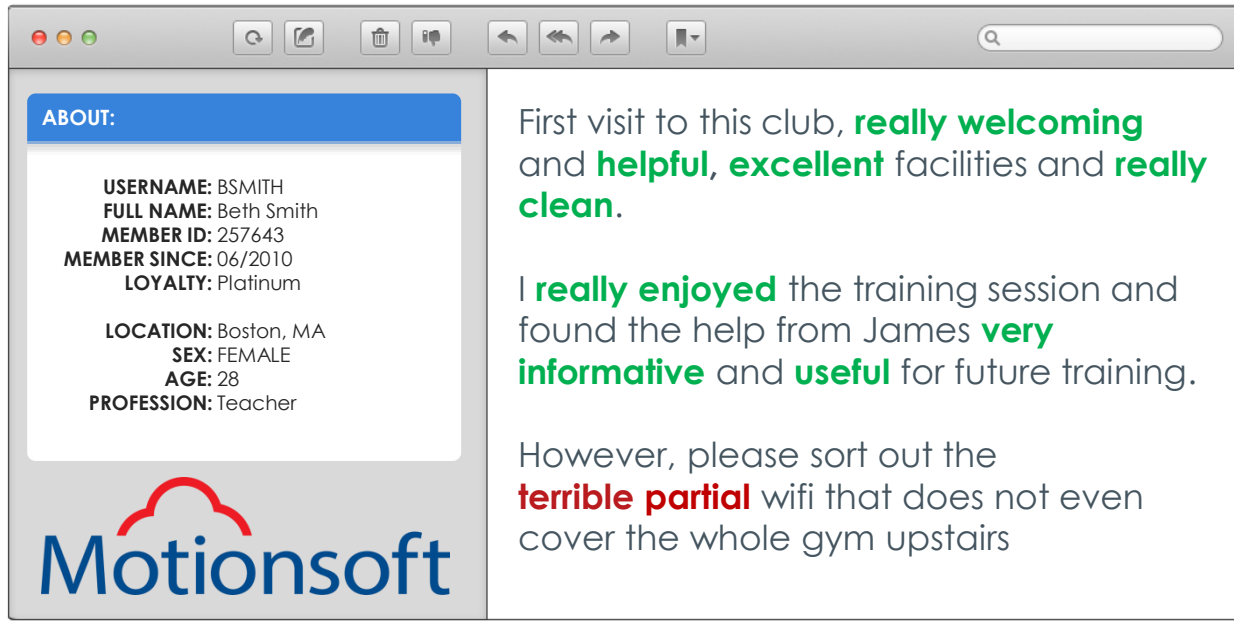
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Enterprise CEM – bringing it all together

Know Your Customer – bring survey, social, CRM together

Bring elements from your structured data

Add even more context by drawing data in from other systems.



The screenshot shows a web browser window with a customer profile. On the left, a sidebar titled 'ABOUT:' contains structured data for a customer named Beth Smith. On the right, the main content area displays unstructured feedback text with key phrases highlighted in green and red.

ABOUT:

- USERNAME:** BSMITH
- FULL NAME:** Beth Smith
- MEMBER ID:** 257643
- MEMBER SINCE:** 06/2010
- LOYALTY:** Platinum
- LOCATION:** Boston, MA
- SEX:** FEMALE
- AGE:** 28
- PROFESSION:** Teacher

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First visit to this club, **really welcoming** and **helpful, excellent** facilities and **really clean**.

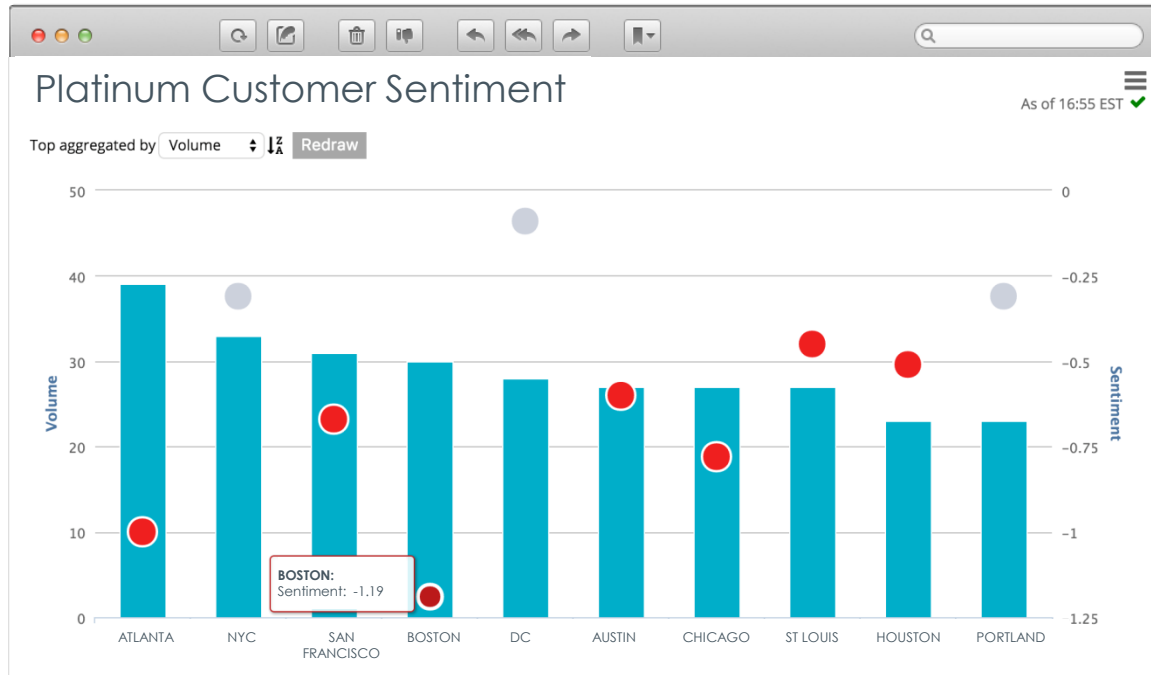
I **really enjoyed** the training session and found the help from James **very informative** and **useful** for future training.

However, please sort out the **terrible partial** wifi that does not even cover the whole gym upstairs

Know Your Customer

Bring elements from your structured data

By drawing data in from other systems you see the complete picture.



Analyze and Operationalize

Visualize the VOC

Understand the real customer experience with pre-built library of reports and dashboard

Operationalize Data

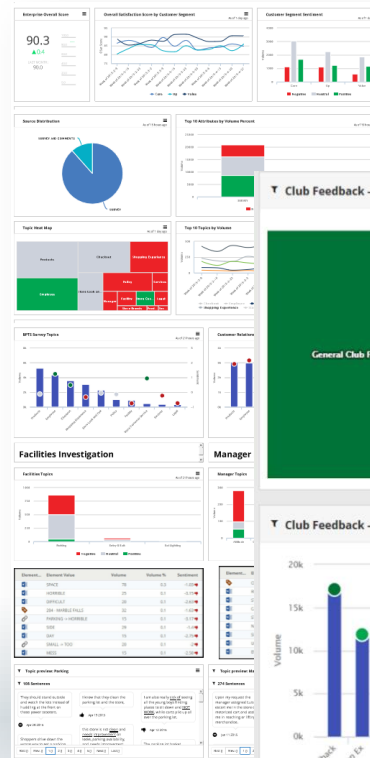
Allows business users to seamlessly curate, share and collaborate on customer insights

Accurate, Real-Time

Give accurate, real-time views to 'the why' behind customer feedback.

Infographic Style

Deliver data to every user in the way they need to see it.



Push out insights to individual gym managers to improve overall customer experience



Clarabridge CX Offerings Bring It All Together

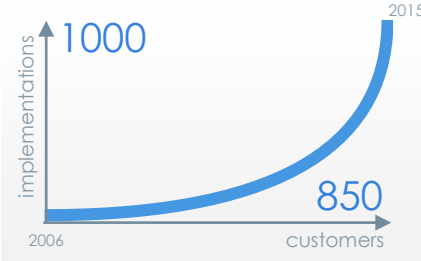


Clarabridge At a Glance

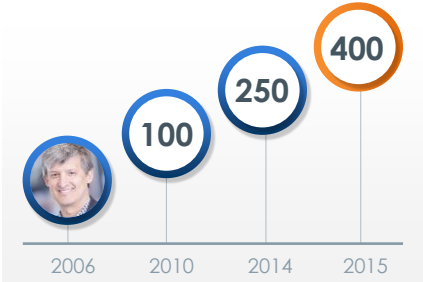
CX RECORDS PROCESSED



COMPANY GROWTH



EMPLOYEE GROWTH



OVER
50
GLOBAL
PARTNERS

LOCATIONS

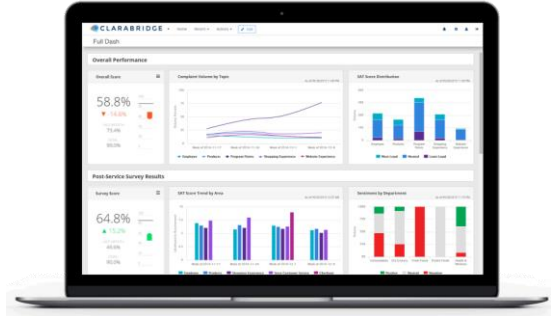


850+
GLOBAL
CUSTOMER
13 INDUSTRIES



Clarabridge Ensures Your Success

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practitioners
across **5** global
locations.



- **LEAD:** Industry leading consulting services to design, support and nurture your CEM program.
- **ENABLE:** Professional training and continuous learning at your fingertips.
- **NURTURE:** Dedicated success managers to ensure ROI.
- **SUPPORT:** We are here for you. Flexible options for mission critical support.



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Questions?

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<http://www.clarabridge.com/contact/>

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*"IT WAS IMPRESSIVE TO SEE
THE INTELLECT AND BUYING
POWER IN THE ROOM."*

ANDREW KOLMAN
DIRECTOR OF PRODUCT DEVELOPMENT
CONSOLE TECHNOLOGY
JOHNSON HEALTH TECH CO LTD

Thank You!

View the complete webinar schedule
www.motionsofttechnologysummit.com