

— 2 0 1 5 —

EDUCATION SERIES

Importance of Customer Engagement Driving Incredible Improvement in Customer Retention, Loyalty Satisfaction

Thursday, November 12, 2015

ION SERIES

Moderator

Tweedy

Education Series

onsoft



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ION SERIES

er 17, 2015

Daron Allen, President and CEO, Visu
Technology-enabled Sales Automation,
Engagement, and Analytic Insights
Track: Sales Automation and Analytics

er 19, 2015

Andrew Kolman, Director of Product
Console Technology, Johnson Health
Understanding the Impact of Fitness Tec
Track: Digital Health Networks and Con

er 1, 2015

Glenn ... CEO ...

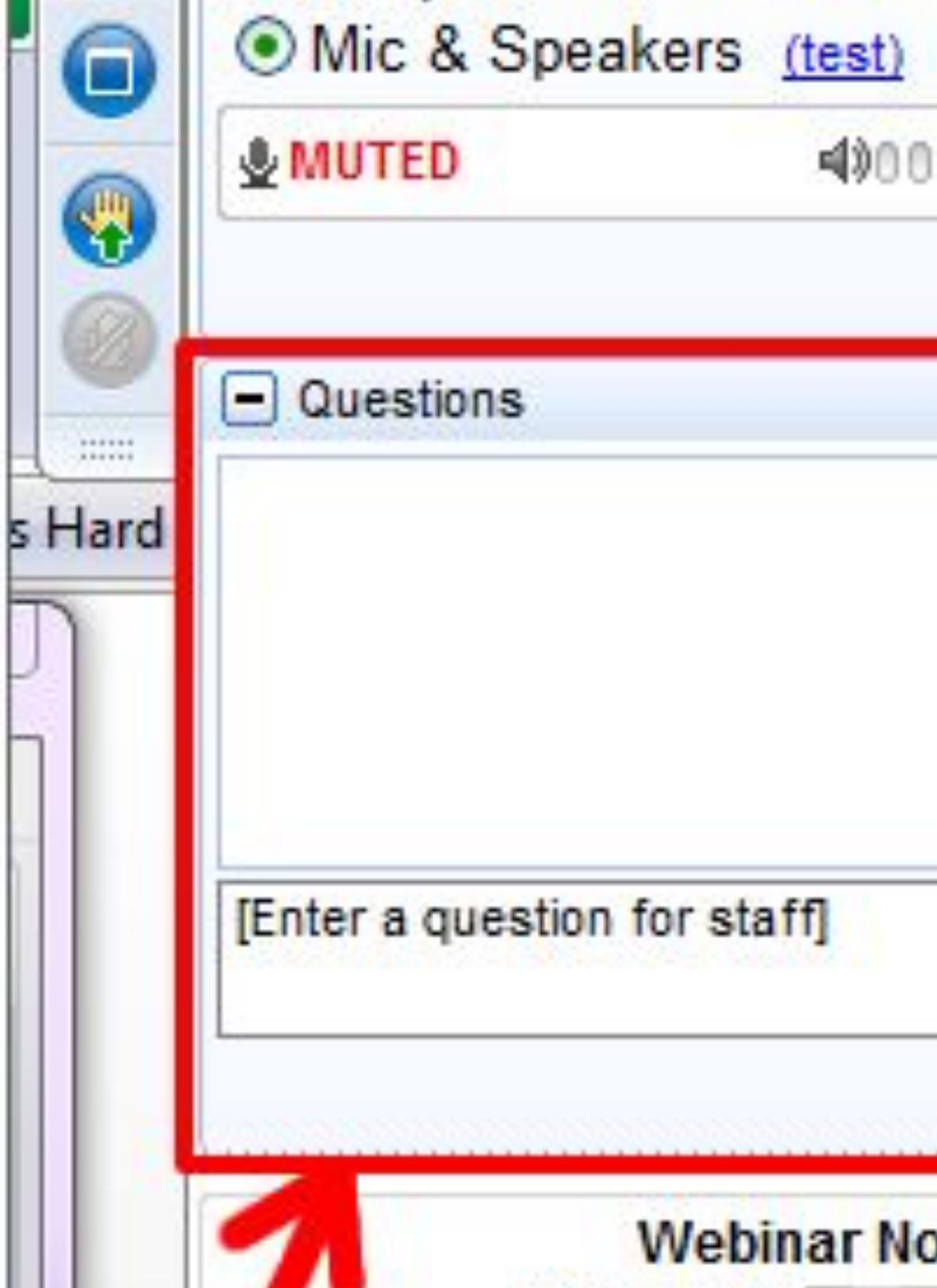
B.O.S.S. - Back Office Support S

billings solution that includes three core metho
n:

ated Phone Calls

Generator

Questions in Webinar by using Question Module



SERIES

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ef Scientist

ify.net



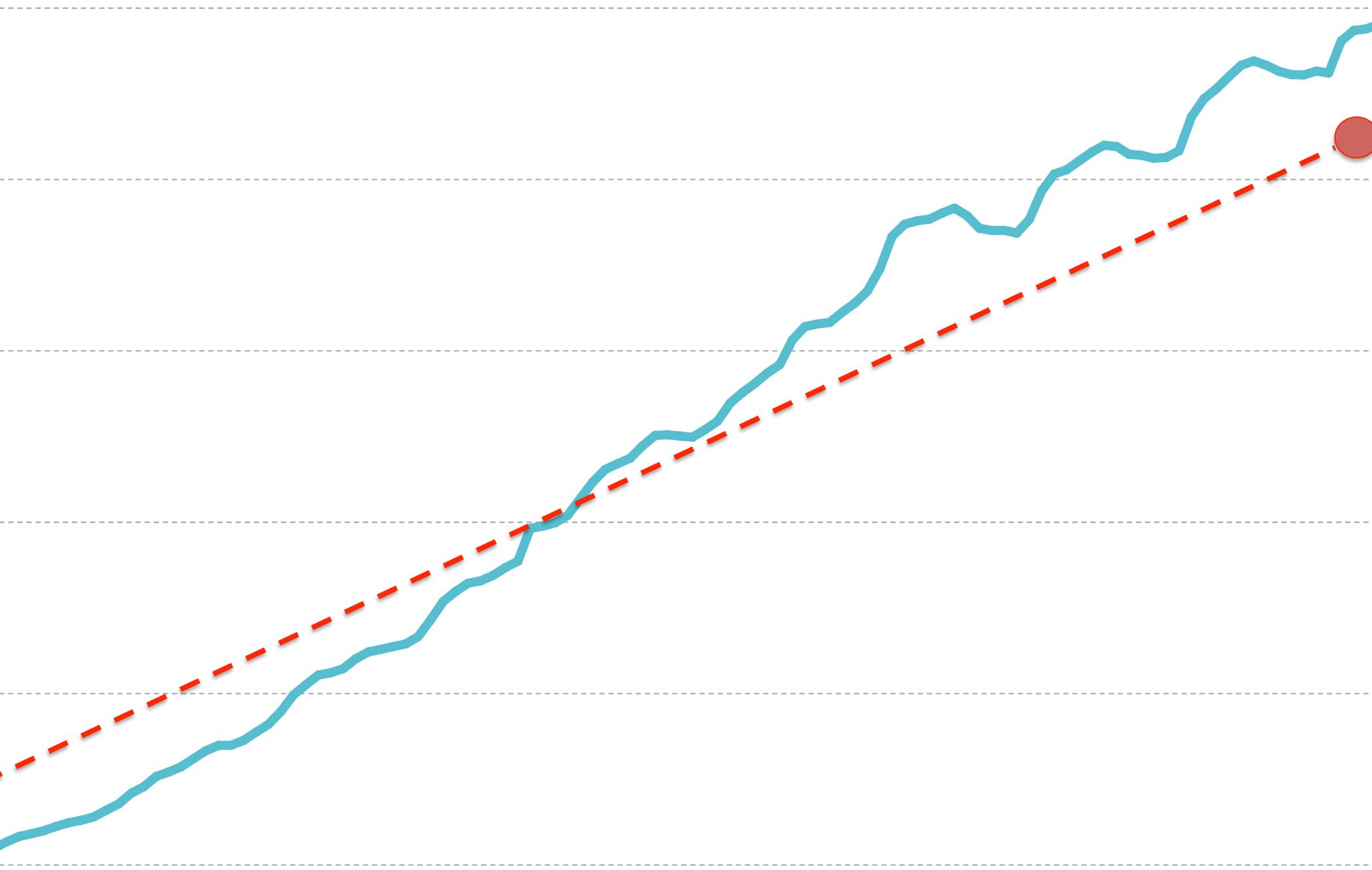
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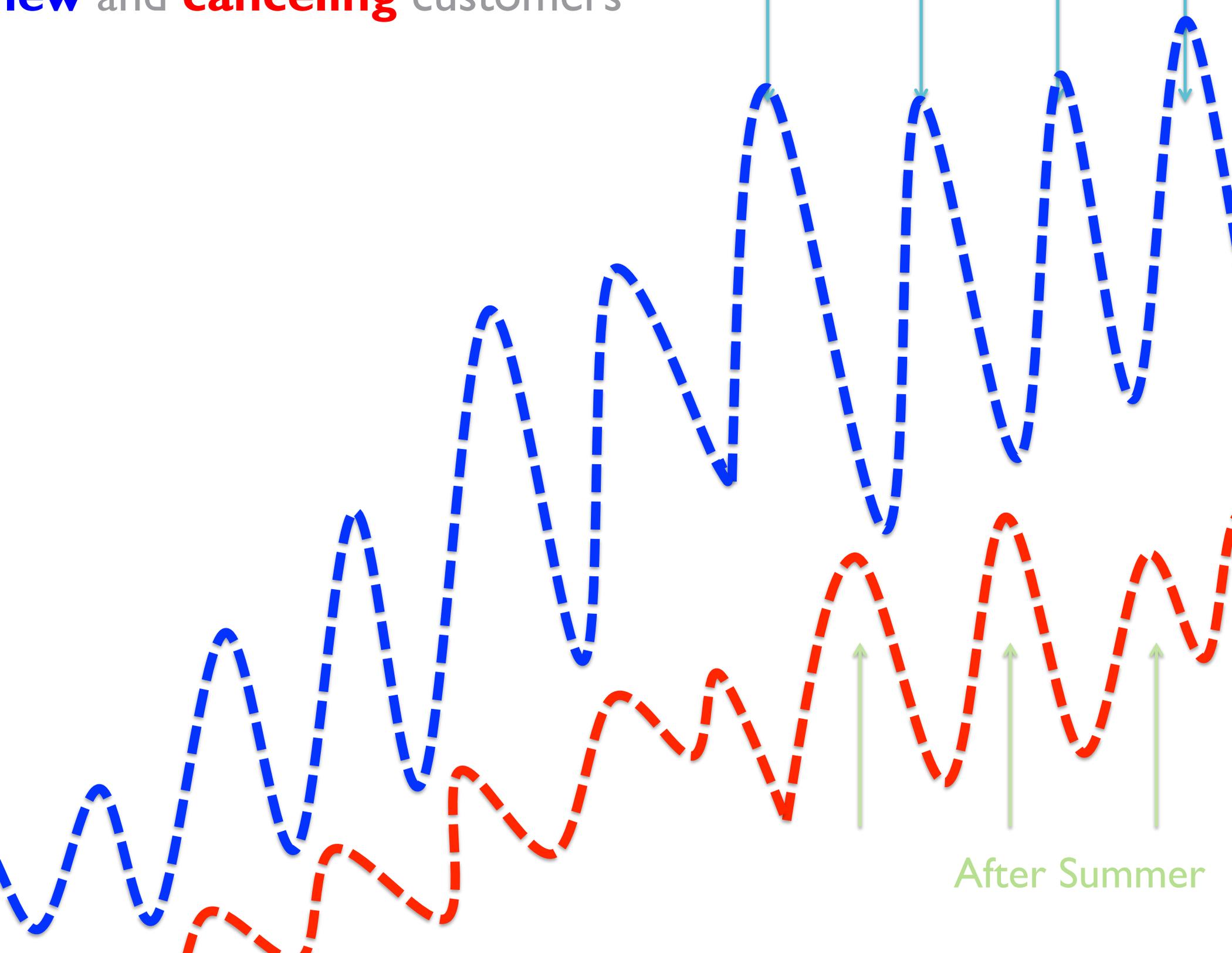
**Convert to
Consumers**

Enl
Relat

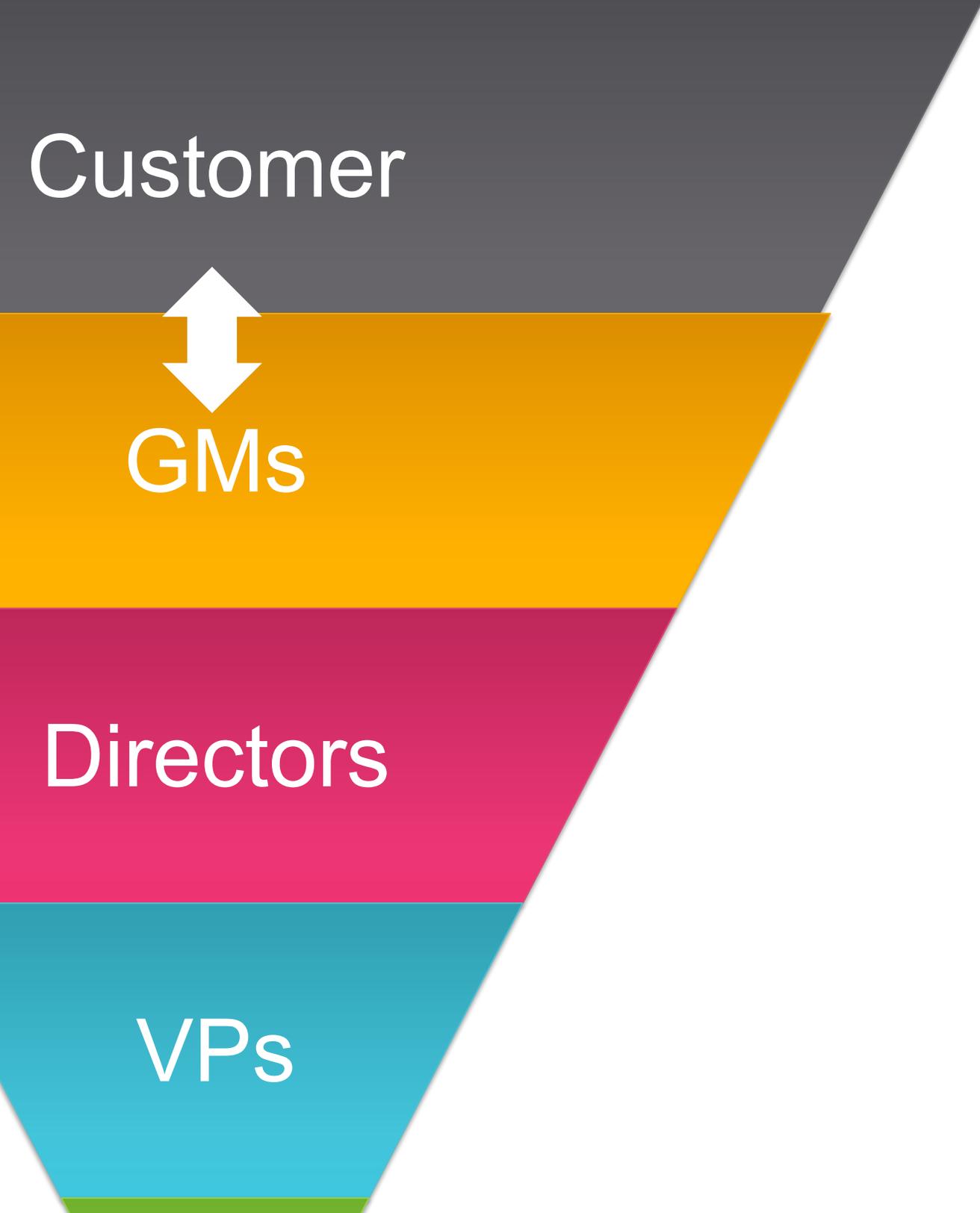
Count of customers



new and **canceling** customers



After Summer



Customer

↕
GMs

Directors

VPs

1

Moving a
centric p

2

Enabling
bottom-up
making

3

Making c
insights

Customer Engagement & Interaction

Business Clubs

- 60% Member Churn Rate

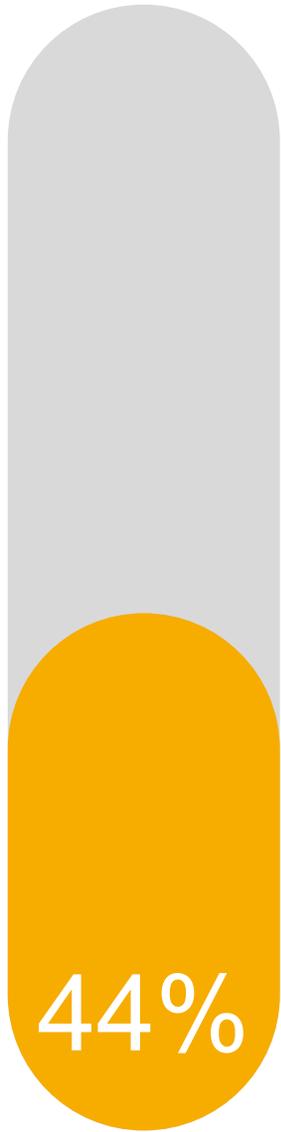
Weight loss

Weeks avg. Engagement

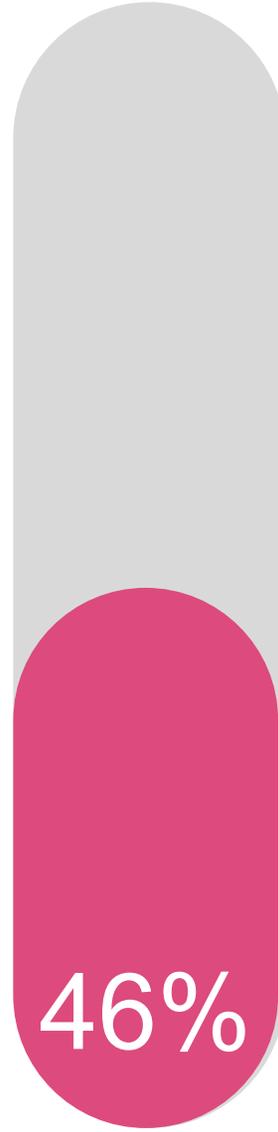
Acquisition Cost

Exceeds More than Retention

Most Valuable Customers



Cancellation
decreased up to 44%



One Year Membership
increased up to 46%

inc

interactions this month



more likely to





Who do you
engage with?



en is the right
e to engage?



do you make
engagement
want?



cover
customers

Identify your at-risk and high value (vital) customers

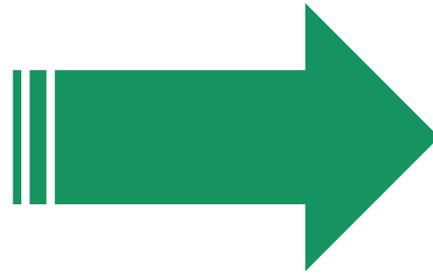
engage
the vital ones

With the right data you can engage genuinely with the vital ones before they leave

strengthen

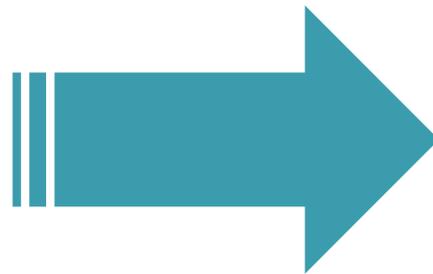
With right relationships you can boost retention, improve customer

as not came to
60 days



Something
contact me

pending is in top



Sounds go
email to me

as registered



Not sure: le

our business a data focused business
relevant data as much as possible
an efficient and well designed architecture

our business a data driven business
our business decisions based on your ins
ected data

ing and selling data will become
new business bread and butte

Edwards Deming

Without data you are just another



people who run Major League
Baseball teams to
their players and run
their teams. I apologize

Billy Beane “Go on

Peter Brand – “O

who run ball clubs
terms of **buying p**
goal shouldn't be

players your goal

clean version of data

likes this, but this is one of the most
data driven approaches

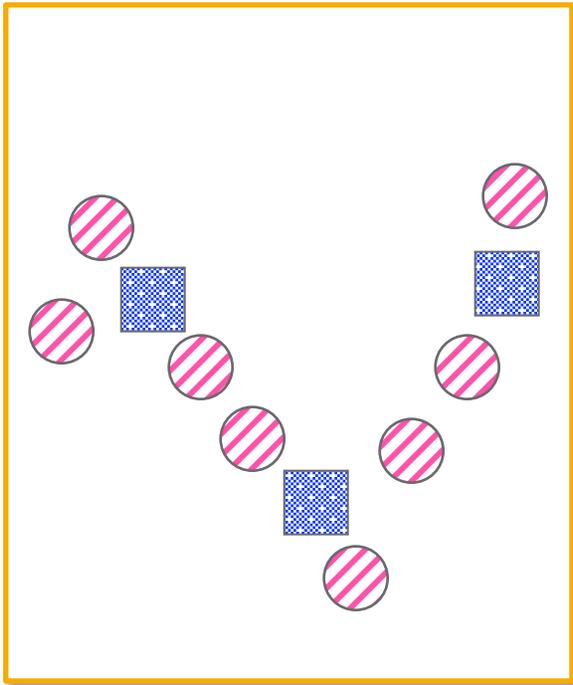
relevant features

cannot do much without features

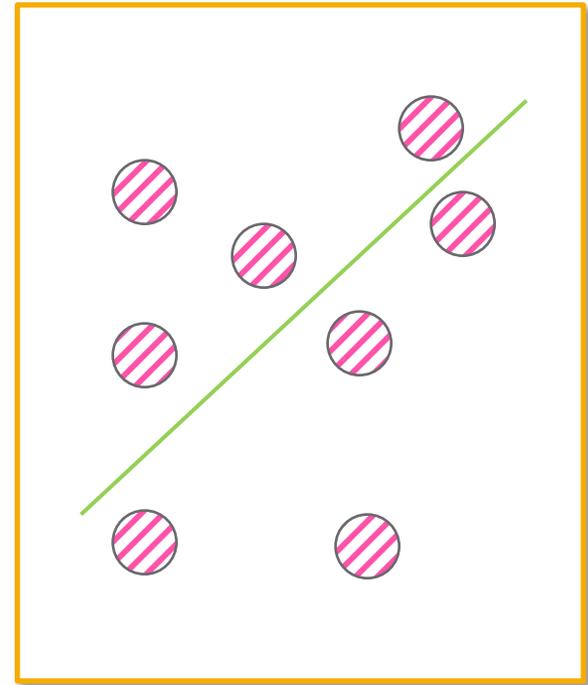
means capture human knowledge

data talks and build the right learning

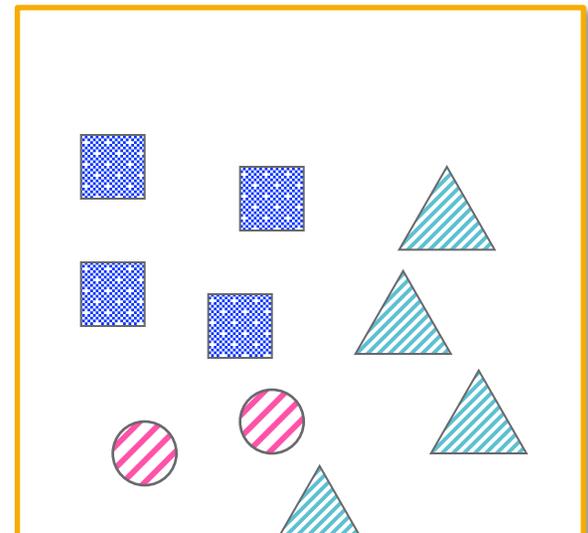
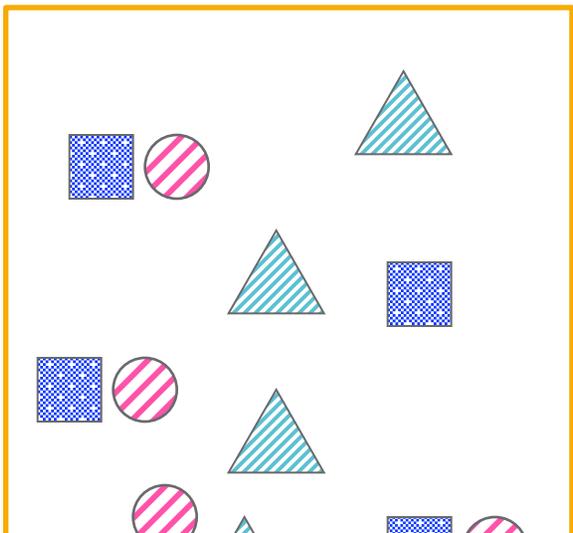
the result

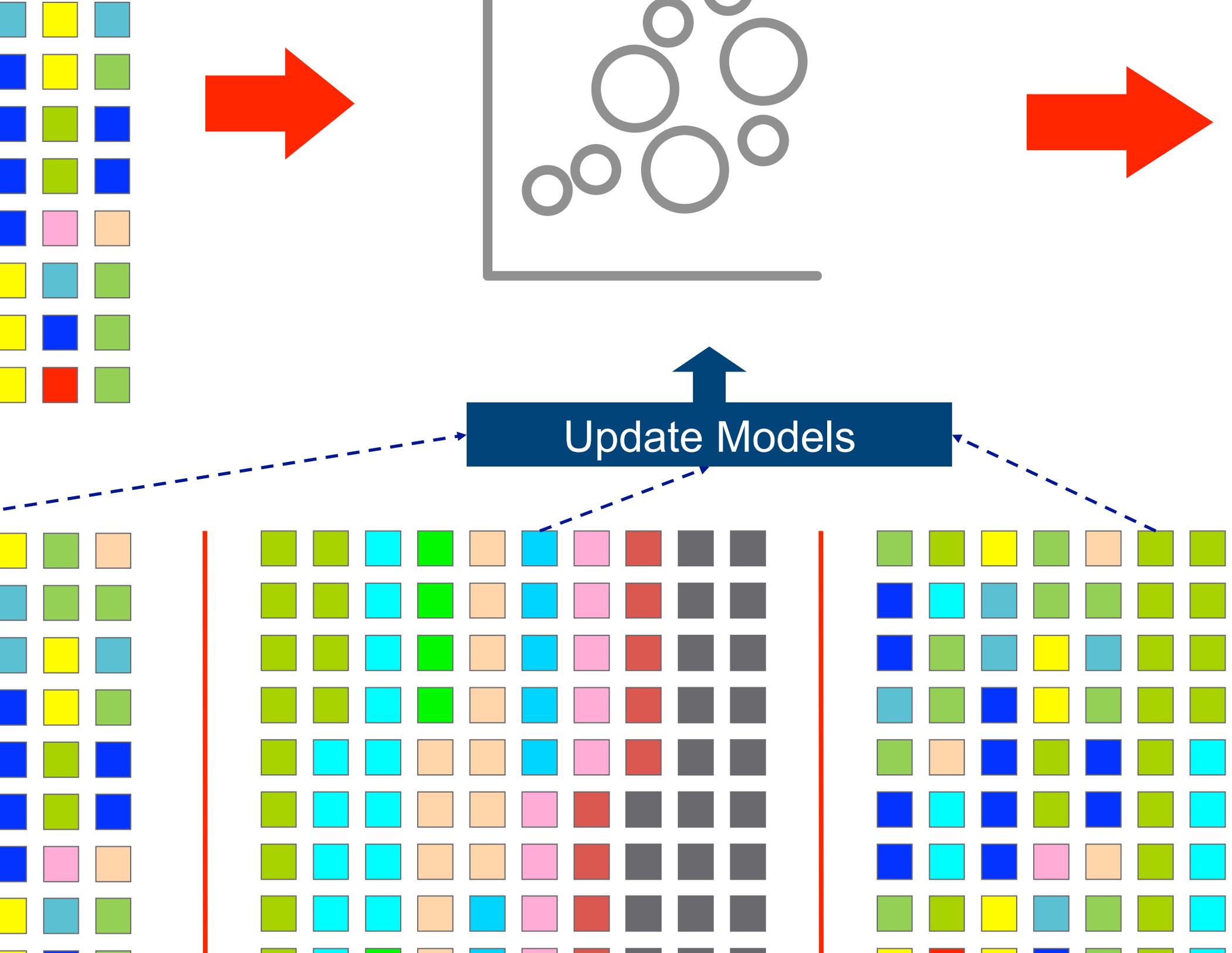


Time Series

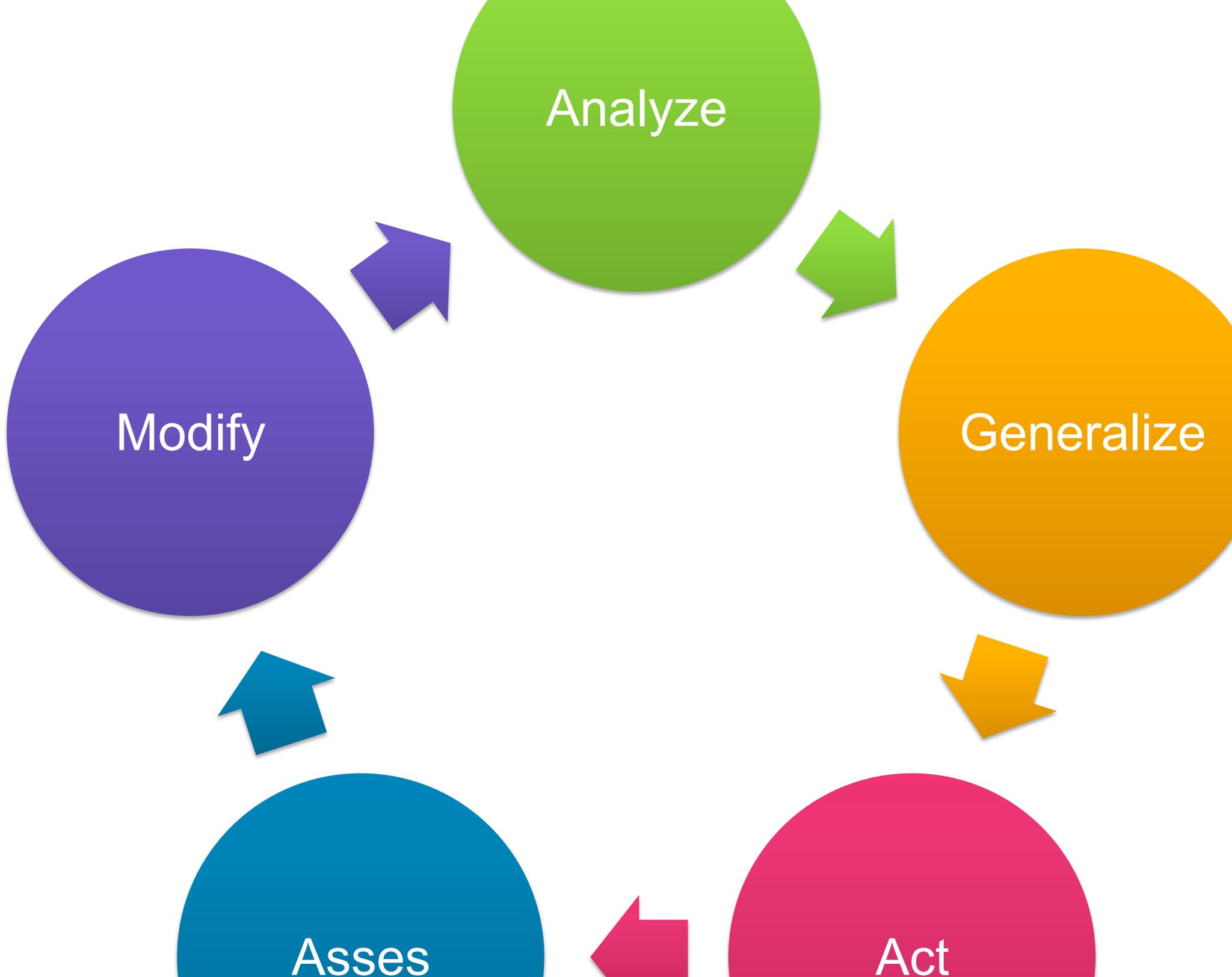


Regression

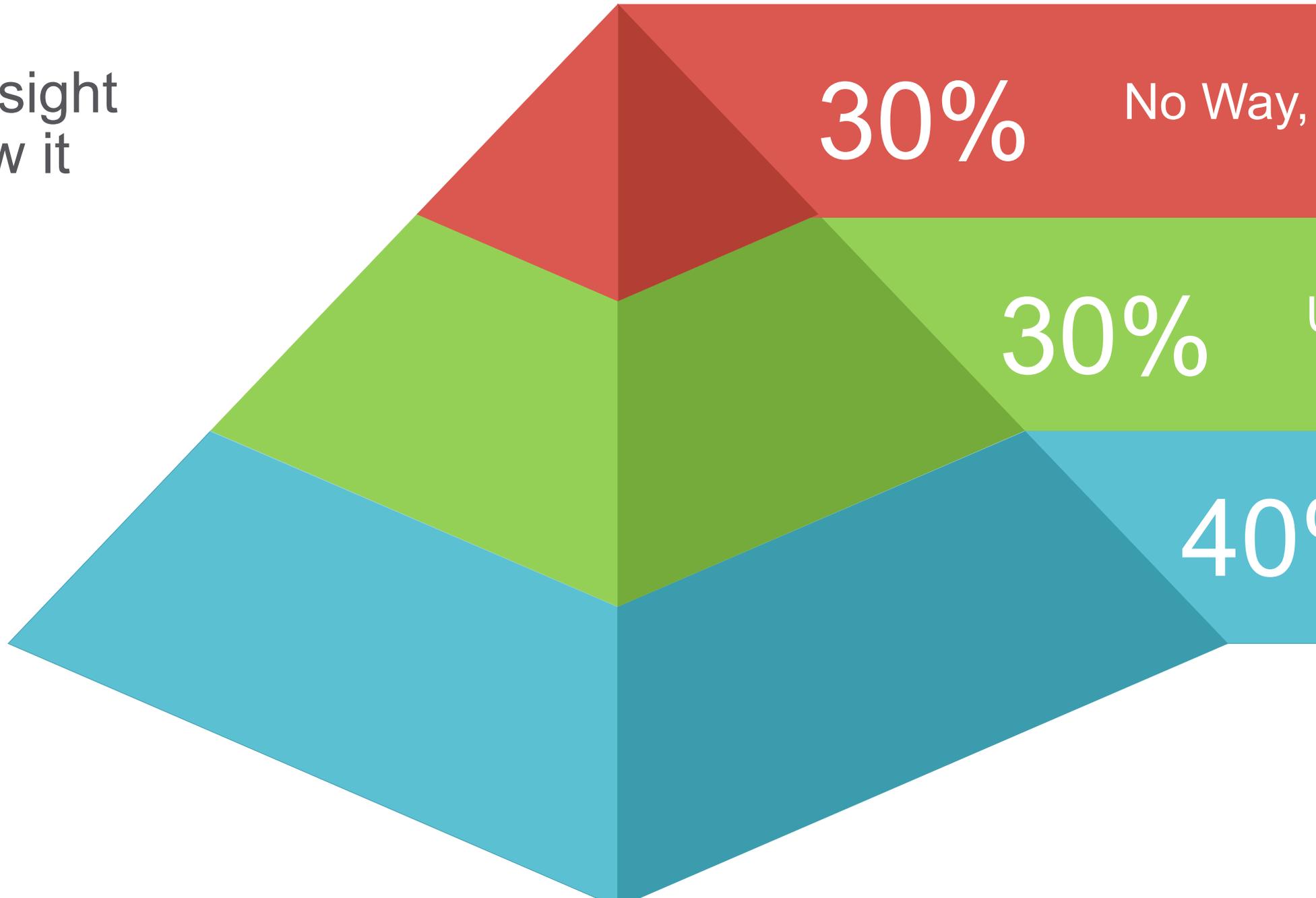




Update Models



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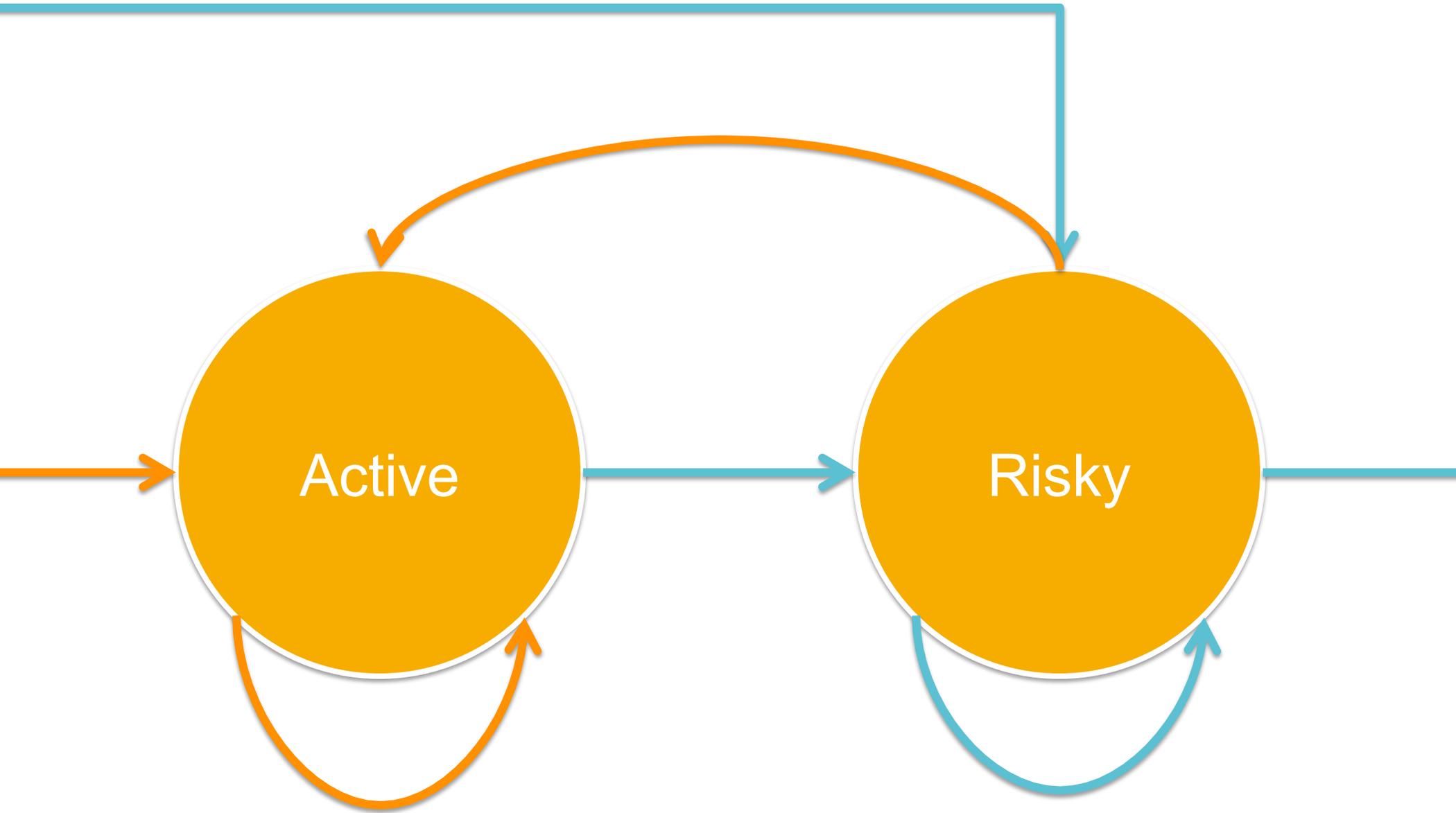




a high risk for canceling
in the next 3 months.

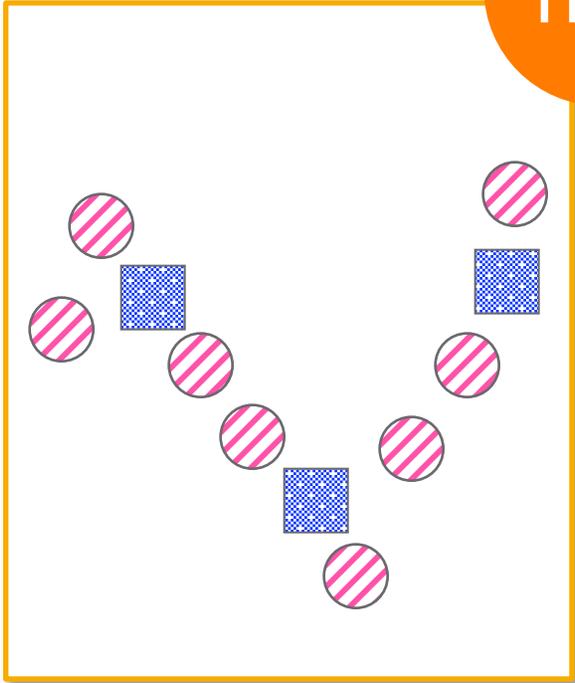


Jane has potential to pro
club, use more services
more money in your



e

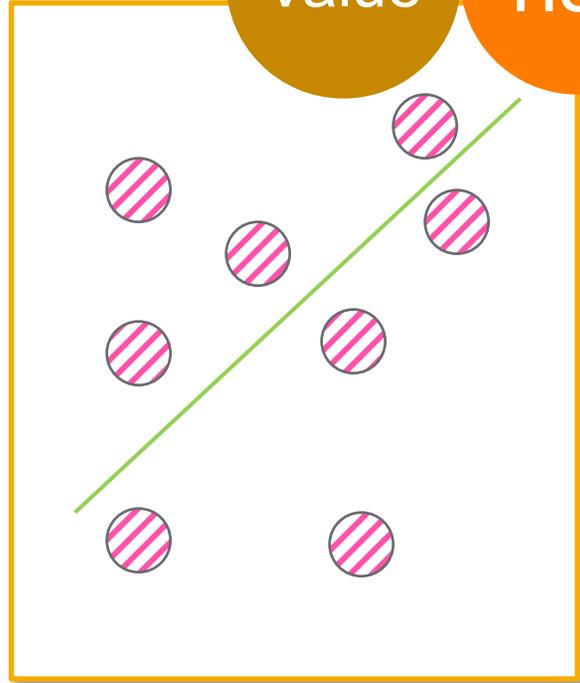
risk



Time Series

Value

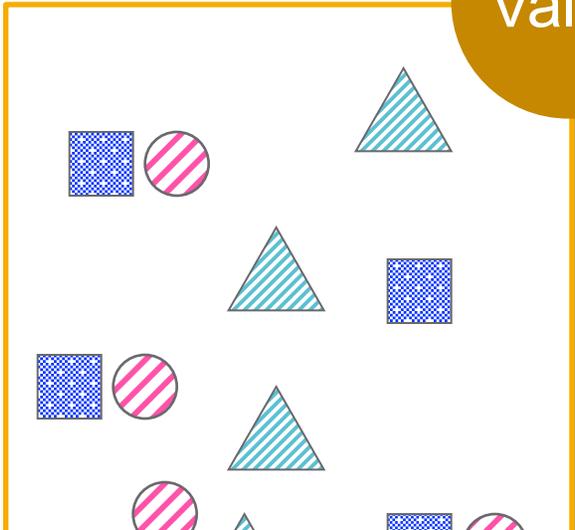
risk



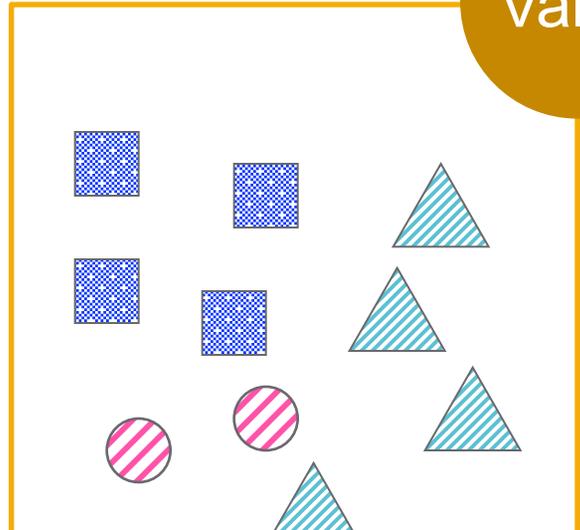
Regression

<

Value



Value



Dynamic Data

e.g.: Check ins, Purchase, companionship, time of the day, day of the week

Club Data

e.g.: type of membership, amenities, hours of operation, staff



Analytics



CRM, Check ins

Operation



ERP



Development



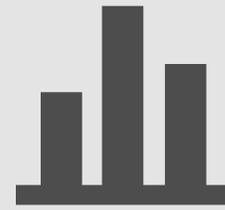
Hours



Consumer Intelligence

Discovers customer behavior, preference and opinion

personality, brand preference, shopping behavior, companion



Business Intelligence

Provides predictive modeling capability to identify key customers and important triggers in real-time

at-risk, high-value, engaged, high share of wallet

Operational Intelligence

Provides and target flow for engagement

when, right on, right place



ow

 **RISK** High

 **RISK** Med

 **RISK** High

dium

 **VALUE** High

 **VALUE** High

 **VALUE** High

/w

 **FREQ** 2/m

 **FREQ** 1/w

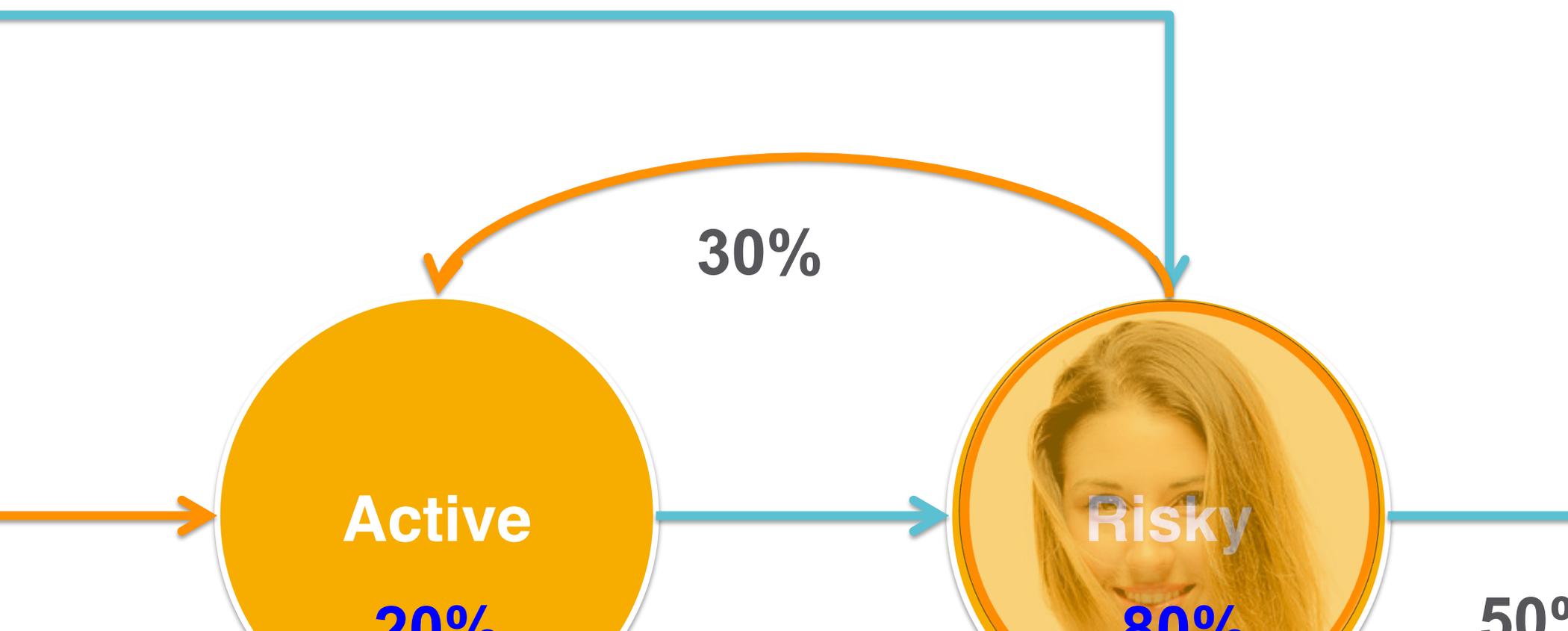
 **FREQ** 1/w

opper,
hily

PERSONA Spender, Exec

PERSONA Student

PERSONA Student







RISK High

SOCIAL Active
Connections

VALUE High

COMPANION With Friends

FREQ 2/m

CONSISTENCY Very
Low

PERSONA Spender,
Fashionista

BRAND Apple
Burberry

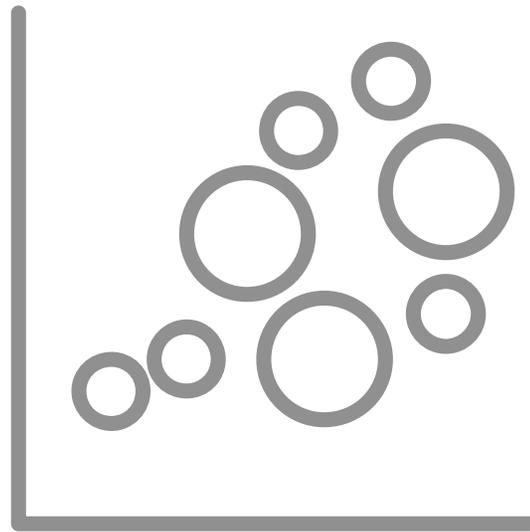
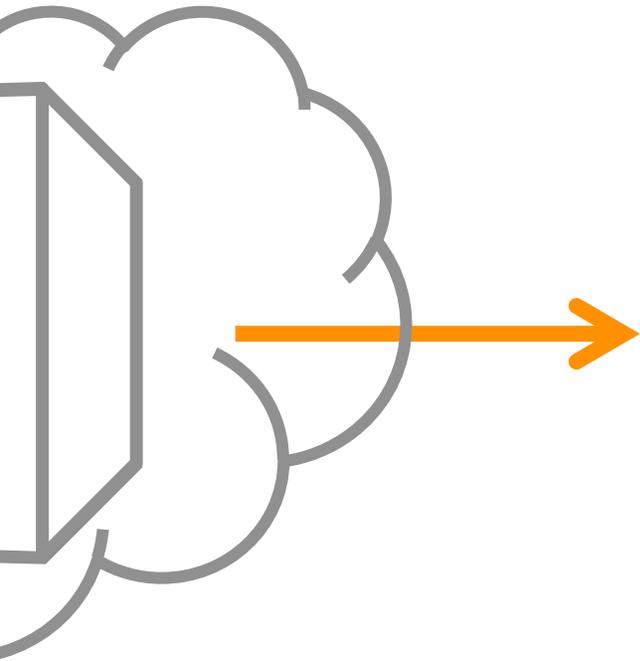
INTEREST Weight Loss

PERSONAL Student
Renter,

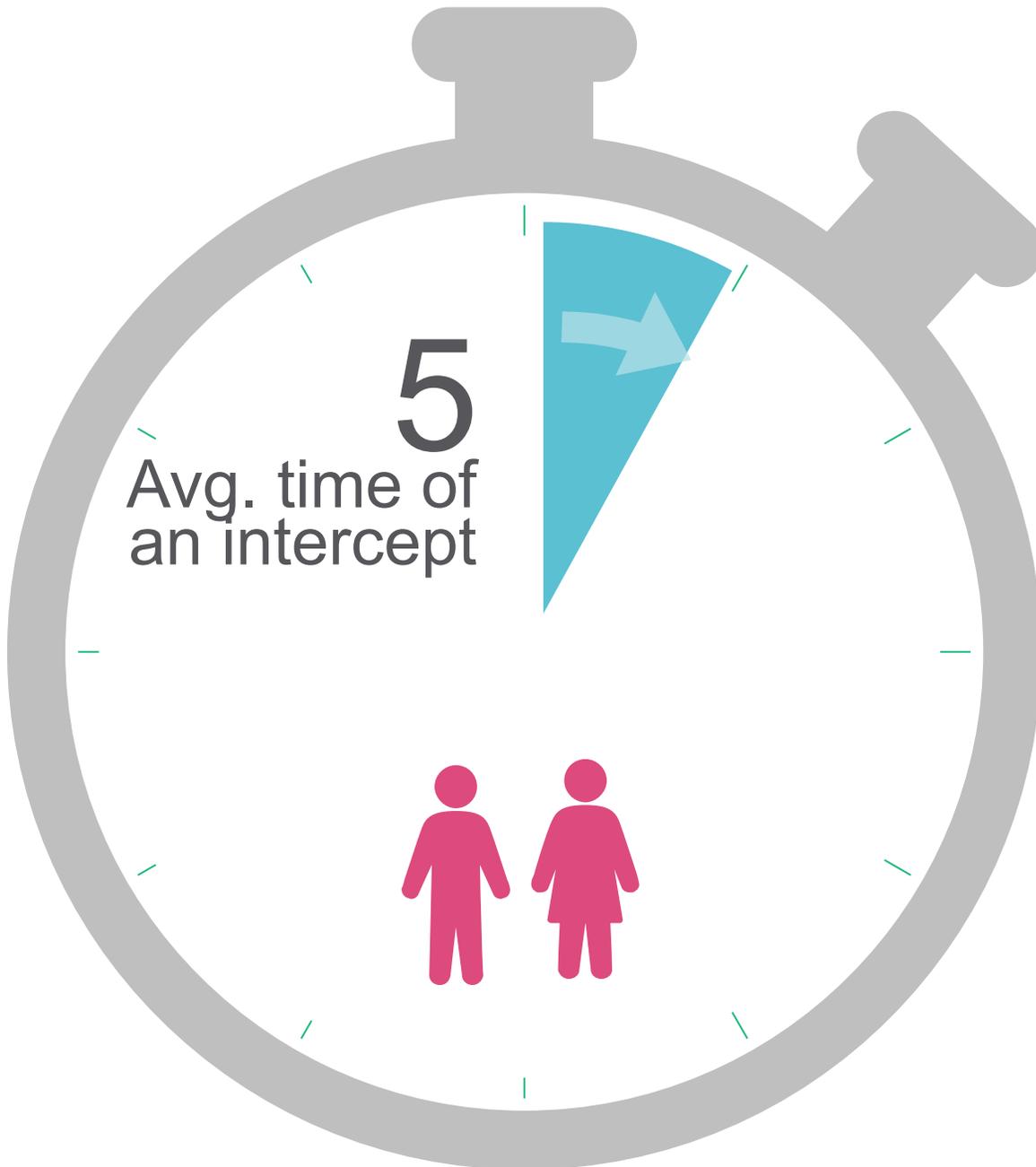


client data

interaction



age and



Jane comes to work out almost every day, but she really loves Yoga classes. She is frustrated she cannot sign up all the time because the front desk staff has built a strong relationship with Pulse, she is more willing to share her building frustrations about service. Now, the front desk staff knows to help her with this problem.

- Jane Likes Yoga, likes group activities and goes to Yoga group class
- Jane likes fitness and workout, she is a happy member and shares her complaints with staff
- Jane goes to Gym on Weekdays, almost everyday, in the mornings and evenings
- Course offerings are good and the front desk staff are doing great.
- Jane is not happy

Jane's Interest: Yoga, Group Activities, Juice Bar, Morning Workout

Jane's Current Mood: Negative

Jane's Segment: At-Risk, high-value,

Jane's Segment: High lifetime value, Engaged Member, Low share of voice

The Plot: Office of the Director of the Affiliated Business Center

“I bought a pound of Starbucks coffee”

see | learn |

WE LEARN

WE INFER

Starbucks brand preference, coffee drinker, brews coffee at home or in workplace

60% more likely to buy organic produce, 30% more likely to own a Hybrid Car, 130% more likely to shop at Bloomingdale's, 50% more likely to have a dog

Uses social media, uses Twitter, share purchases via Twitter

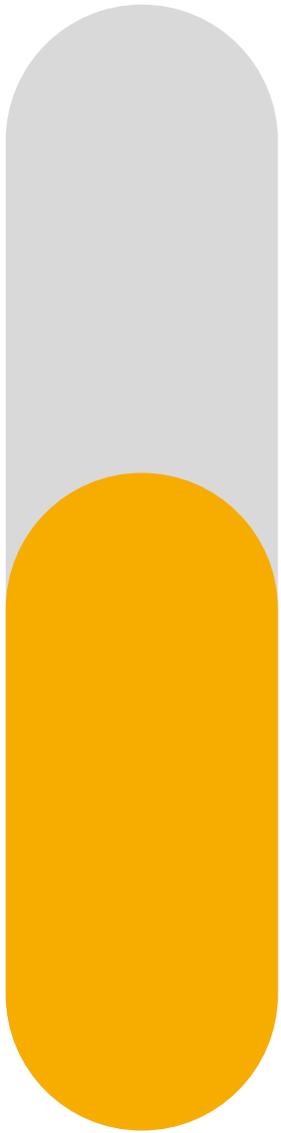
70% more likely to have a Facebook account, 80% more likely to own an iPad, 30% more likely to take Public Transportation

Uses Twitter via mobile device, buys groceries, shops at Ralph's Grocery

300% more likely to live in California, 200% more likely to live in Los Angeles, 50% more likely to live in San Francisco

Shops for groceries in the morning, shops for groceries on Wednesday, Shops during weekday mornings

300% more likely to work from home, 200% more likely to live in a home, 60% more likely to be a coupon collector, 50% more likely to exercise 3-4x per week



**Visit
Frequency**



**Customer
Satisfaction**

A photograph of a sunset over the ocean. In the foreground, a volleyball net is stretched across the frame, supported by two tall posts. The sun is low on the horizon, creating a bright, glowing effect that filters through the net. The sky is a mix of orange, yellow, and blue. In the background, the ocean is visible with some waves. In the foreground, several people are silhouetted against the bright light of the sunset, some sitting on the beach and others standing. The overall mood is peaceful and serene.

ant customer engagement
light, new way

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*"IT WAS IMPRESSIVE TO
THE INTELLECT AND BI*