E D U C A T I O N S E R I E S

ence of Customer Enga
zing Incredible Improveme
tomer Retention, Loyalty
Satisfaction

Thursday, November 12, 2015

Moderator

Tweedy

ucation Series

onsoft

MYZ NE®

visualfitnessplanner
theultim

tpulse

Gantr
techn

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 Te
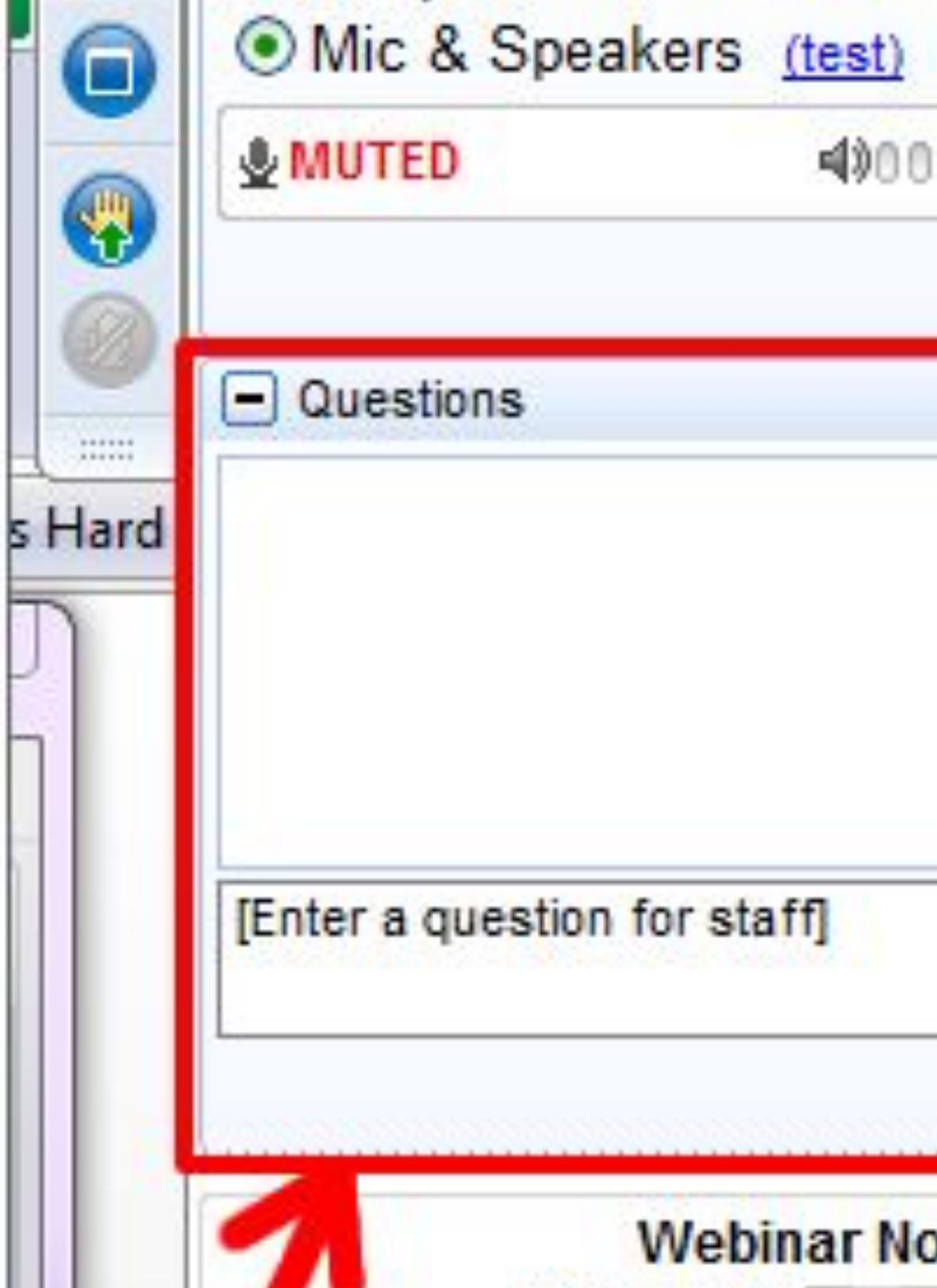Track: Digital Health Networks and Con

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

billings solution that includes three core metho

n:

ted Phone Calls

Generator

SERIES

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ef Scientist

ify.net

ence of Customer Engagem

credible Improvements in Custom
, Loyalty and Satisfaction
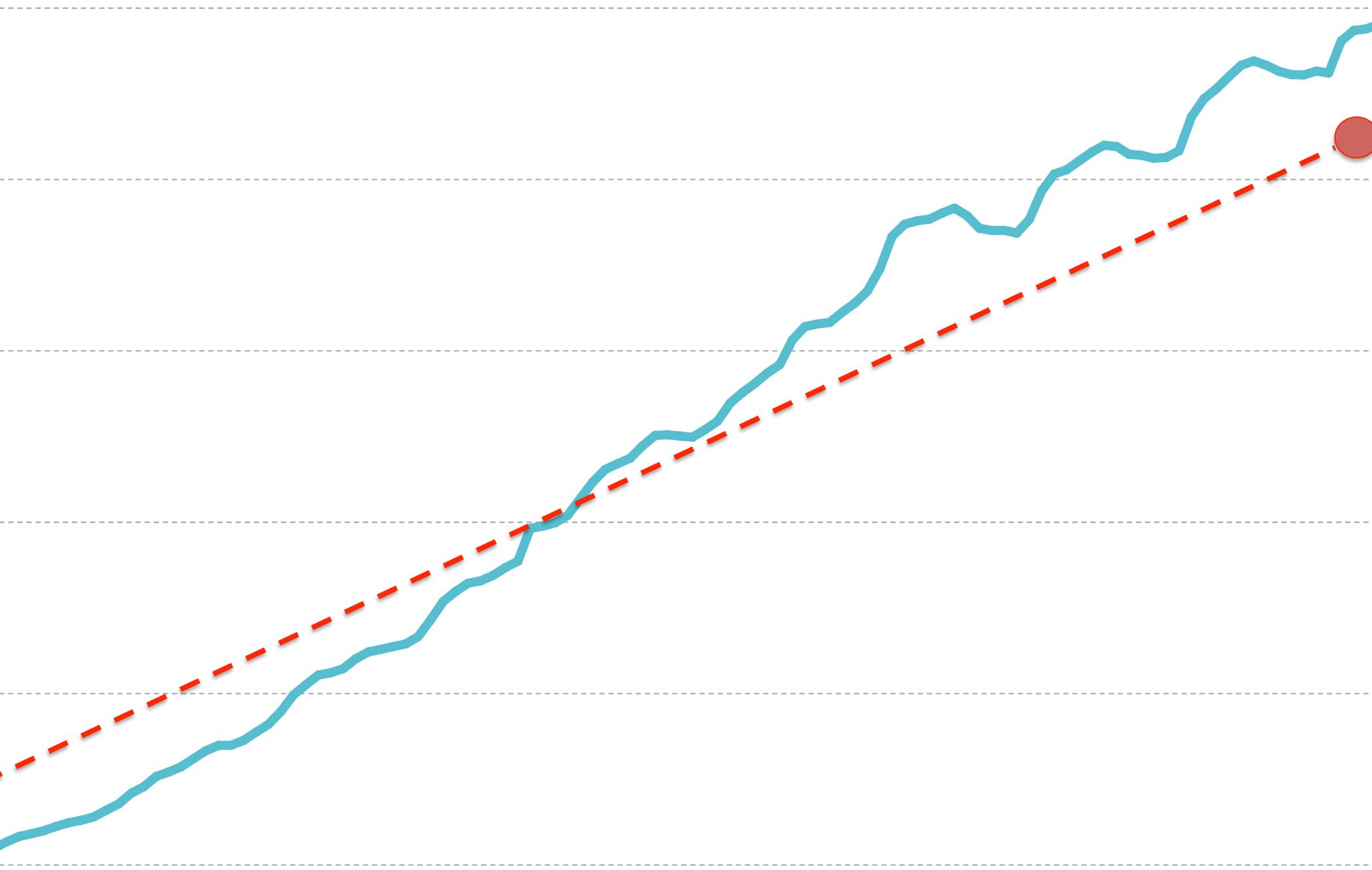
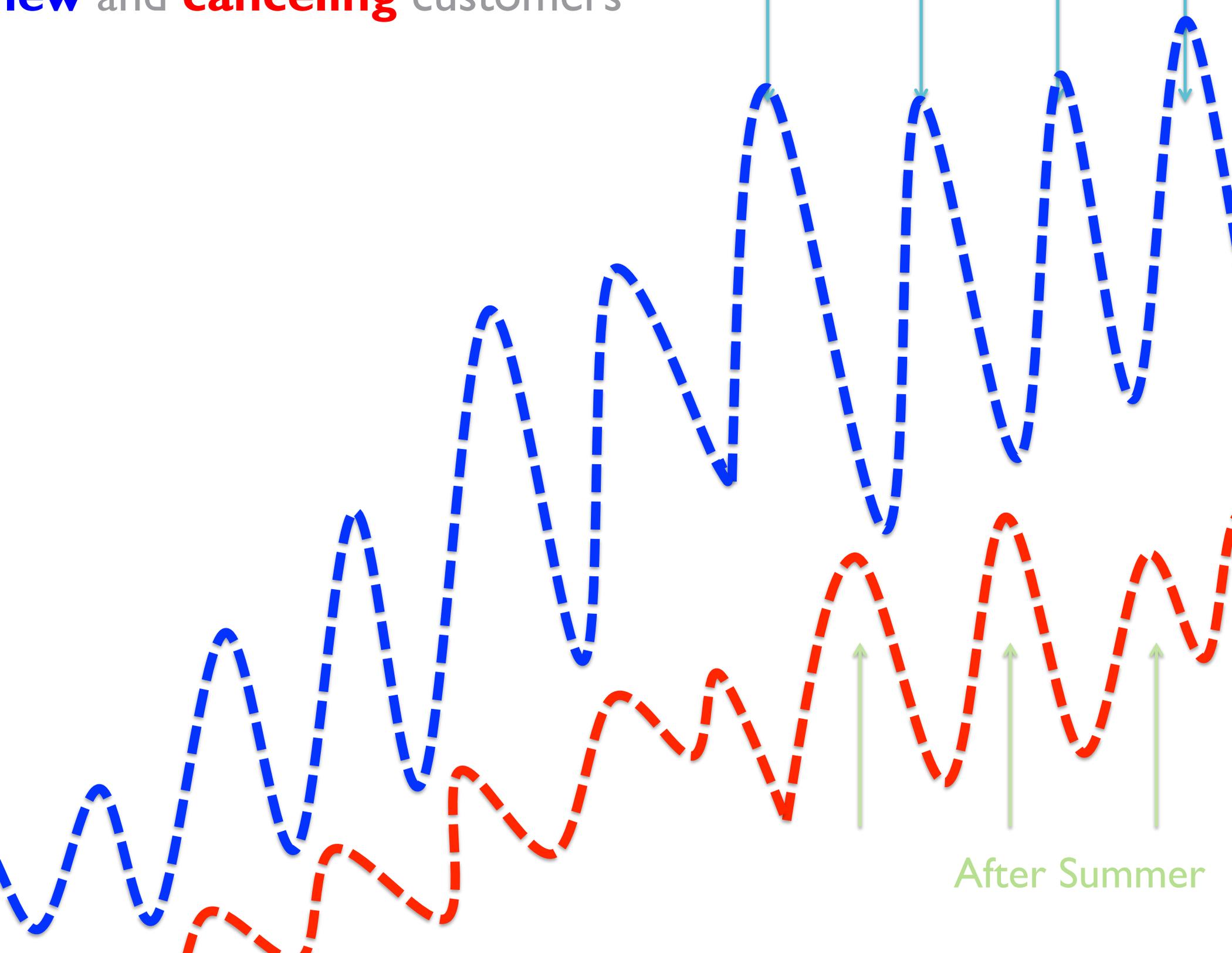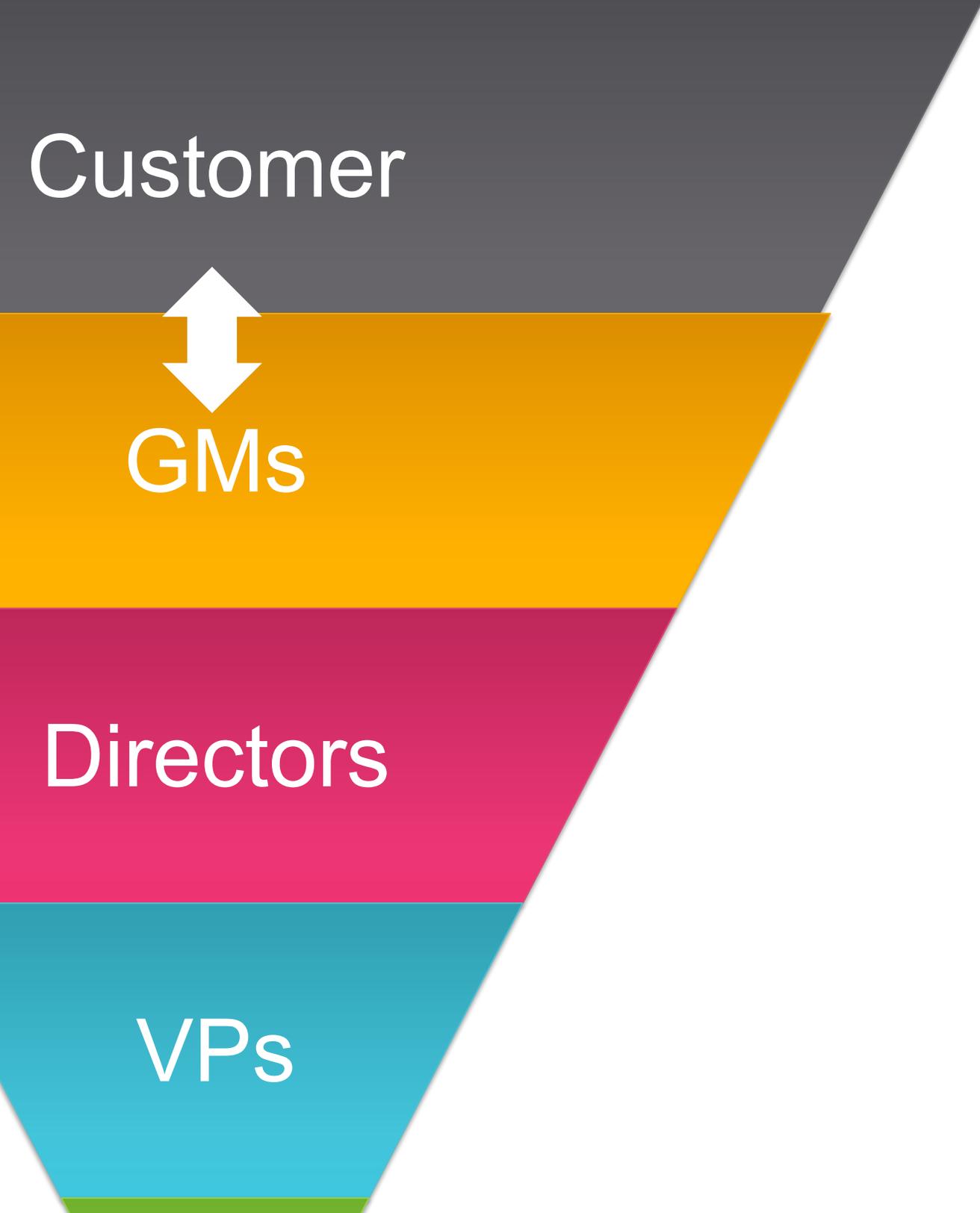**New** and **canceling** customers

After Summer

Customer

GMs

Directors

VPs

1. Moving a **centric** p...

2. Enabling bottom-up... **making**

3. Making cu... **insights**

Customer Engagement & Interaction

...tness Clubs

...5 - 60% Member Churn Rate

...eight loss

...eeks avg. Engagement

...quisition Cost

...mes More than Retention

...ost Valuable Customers

44%
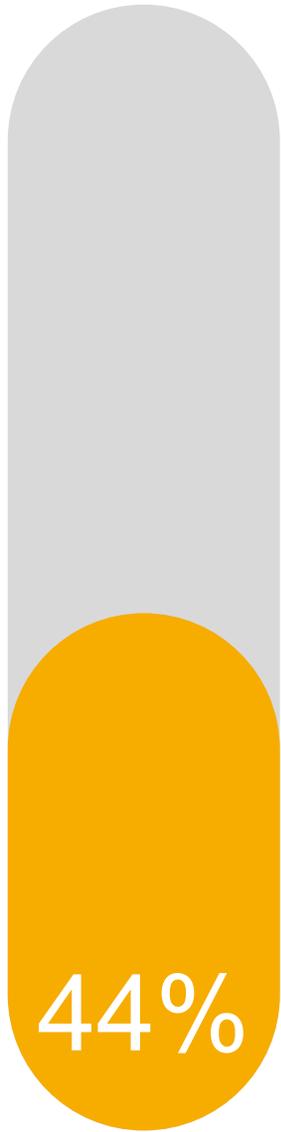
Cancelation
decreased up to 44%

46%
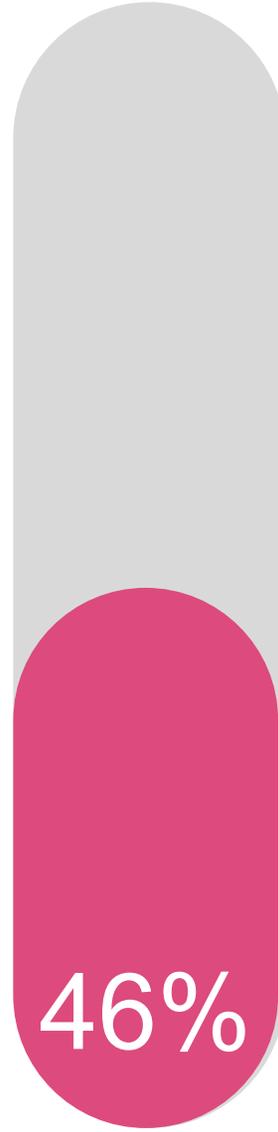
One Year Membership
increased up to 46%

in

interactions this month

8X more likely to

ho do you
gage with?

en is the right
e to engage?

do you make ngagement vant?

cover

stomers

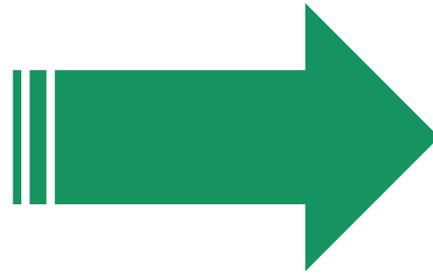Identify your at-risk and hig

value (vital) customers

age

e vital ones

With the right data you car

engage genuinely with the

vital ones before they leav

ne
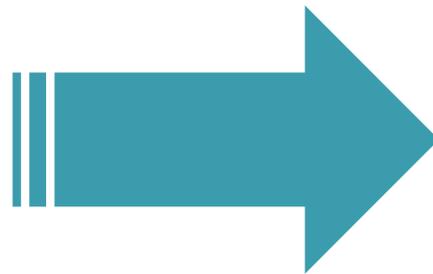
With right relationships yo

boost retention, improve c

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 bu

relevant data as much as possible

efficient and well designed architecture

our business a data driven busi

our business decisions based on your ins

cted data

ng and selling data will becom

new business bread and butte

Edwards Deming

Vithout data you are just anoth

people who run M
Baseball teams to
their players and r
their teams. I apol

Billy Beane "Go o

Peter Brand – "O
who run ball clubs
terms of **buying p**
goal shouldn't be
players, your goa

clean version of data

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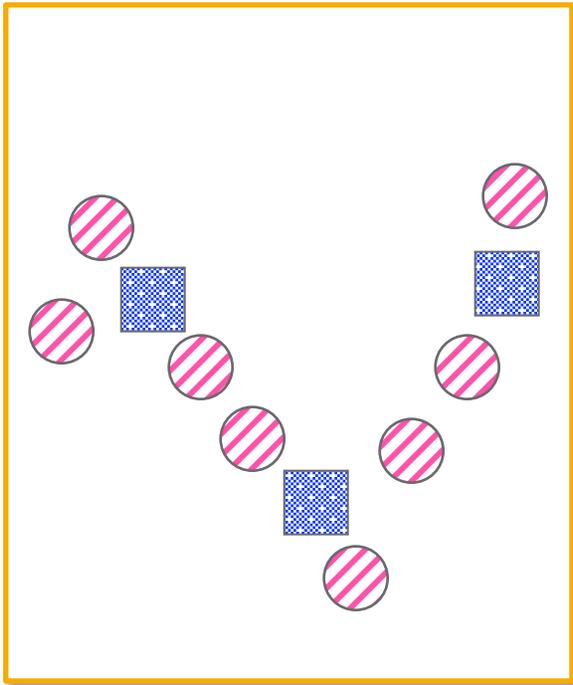
 data driven approaches
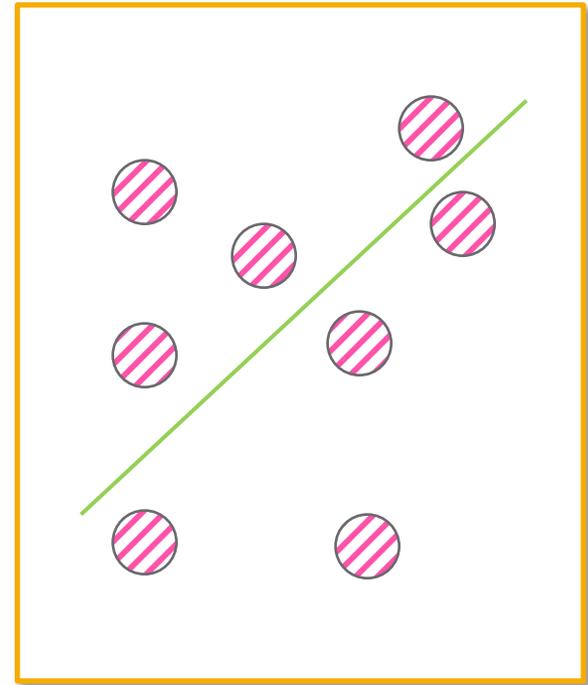
evant features

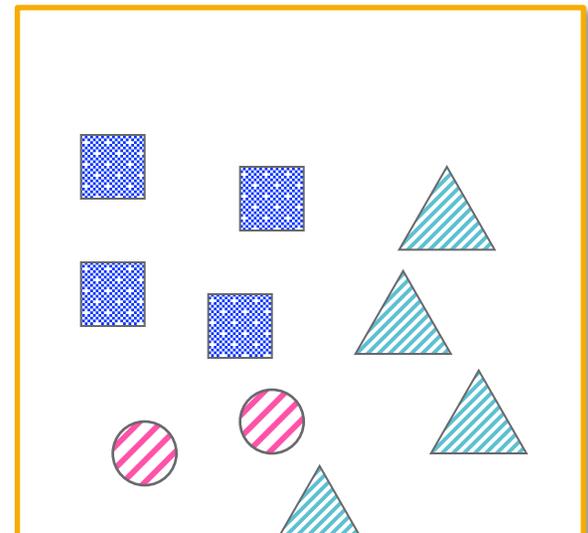ne cannot do much without features

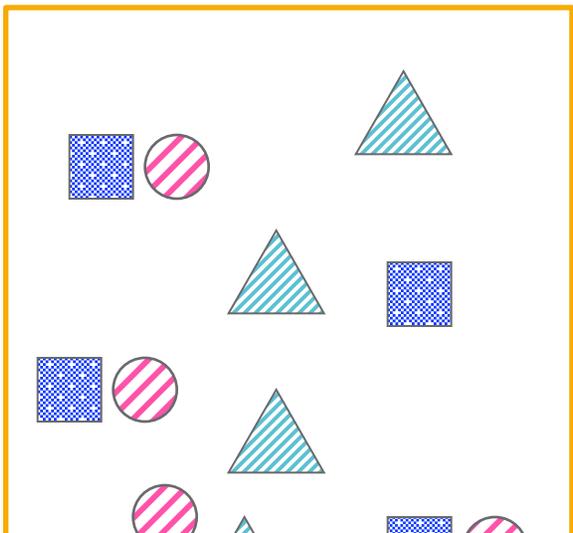mes it means capture human knowled
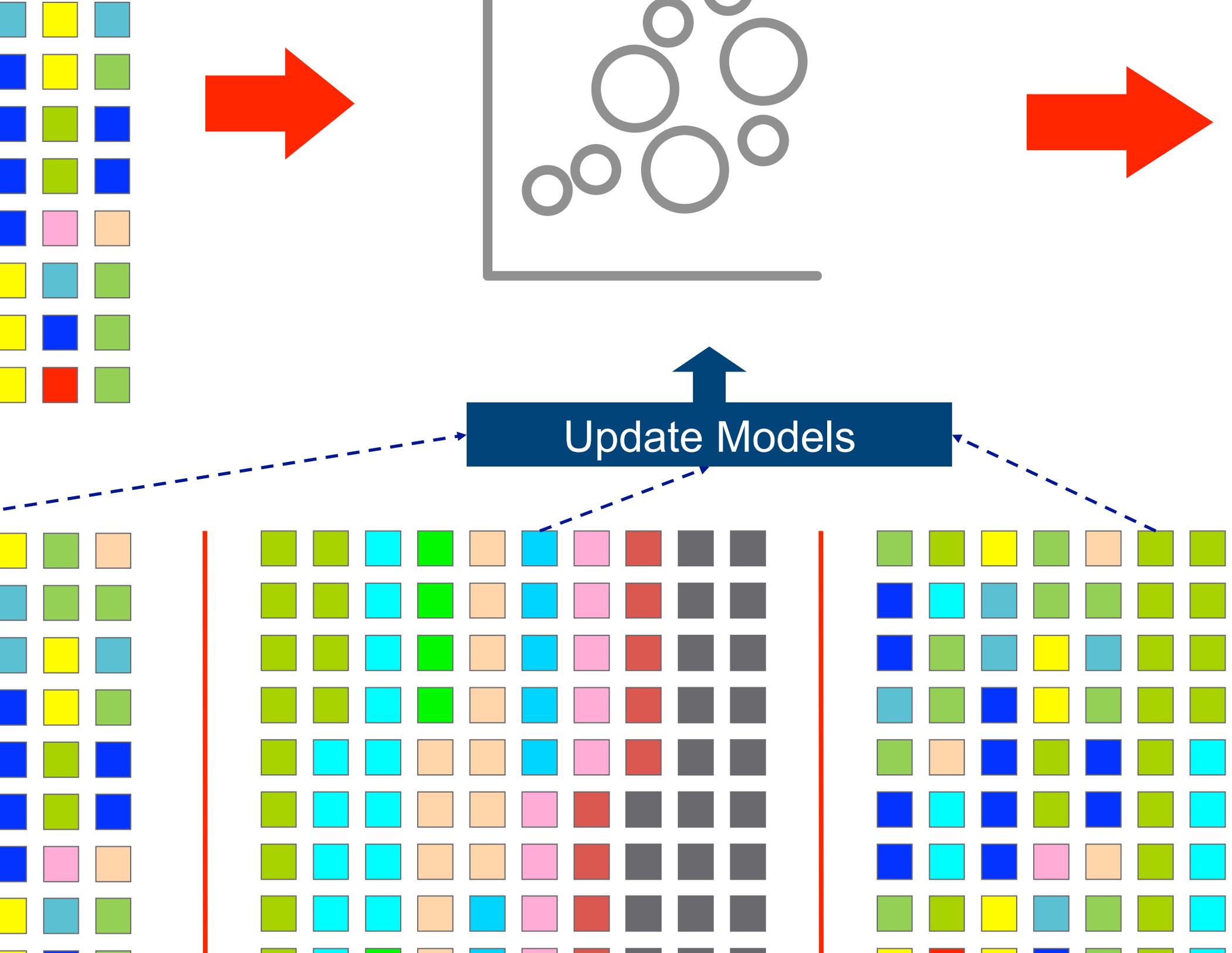
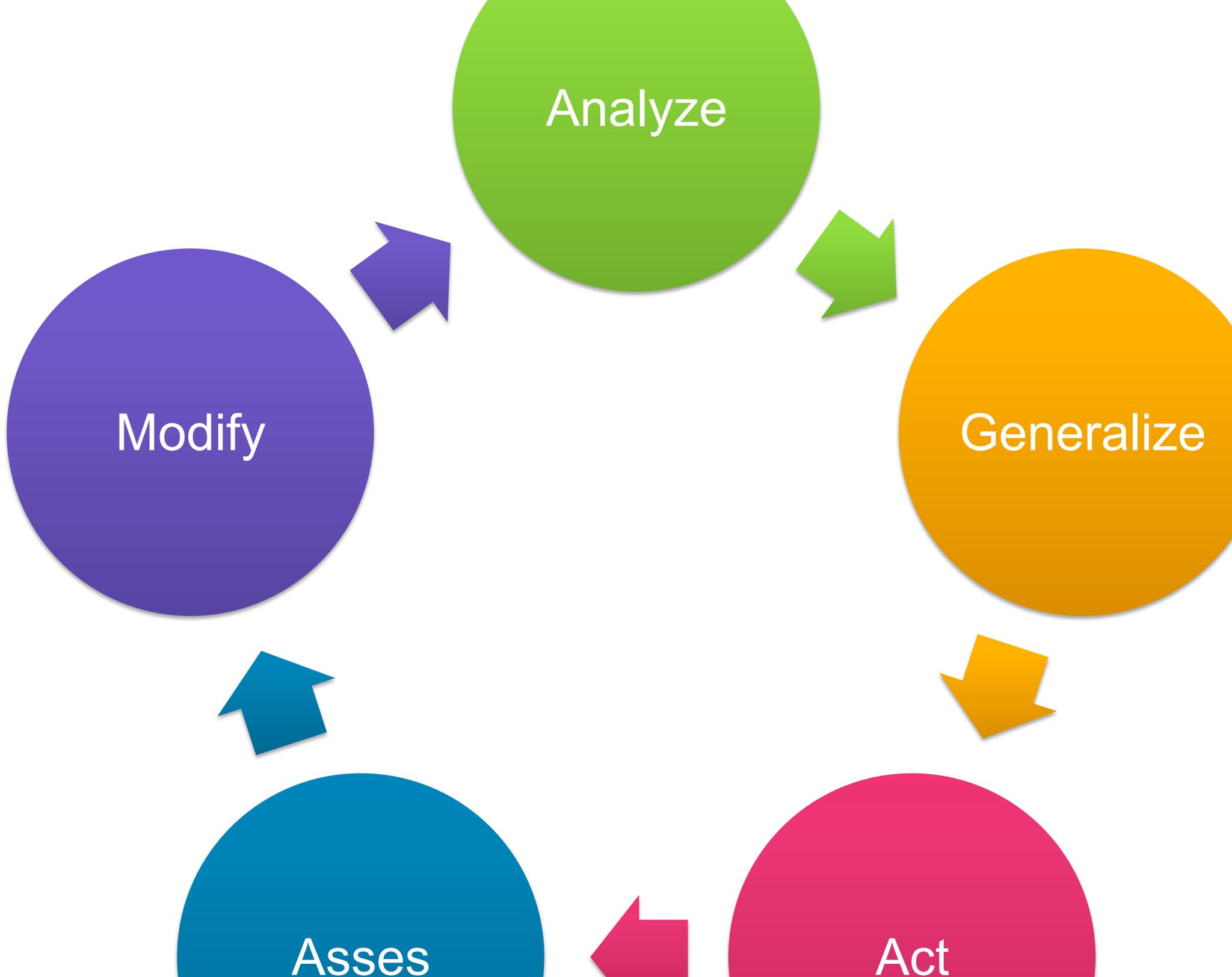ata talks and build the right learnin

the result

Time Series

Regression

Update Models

ss
h insight
how it
ess

30% No Way,

30%

40%
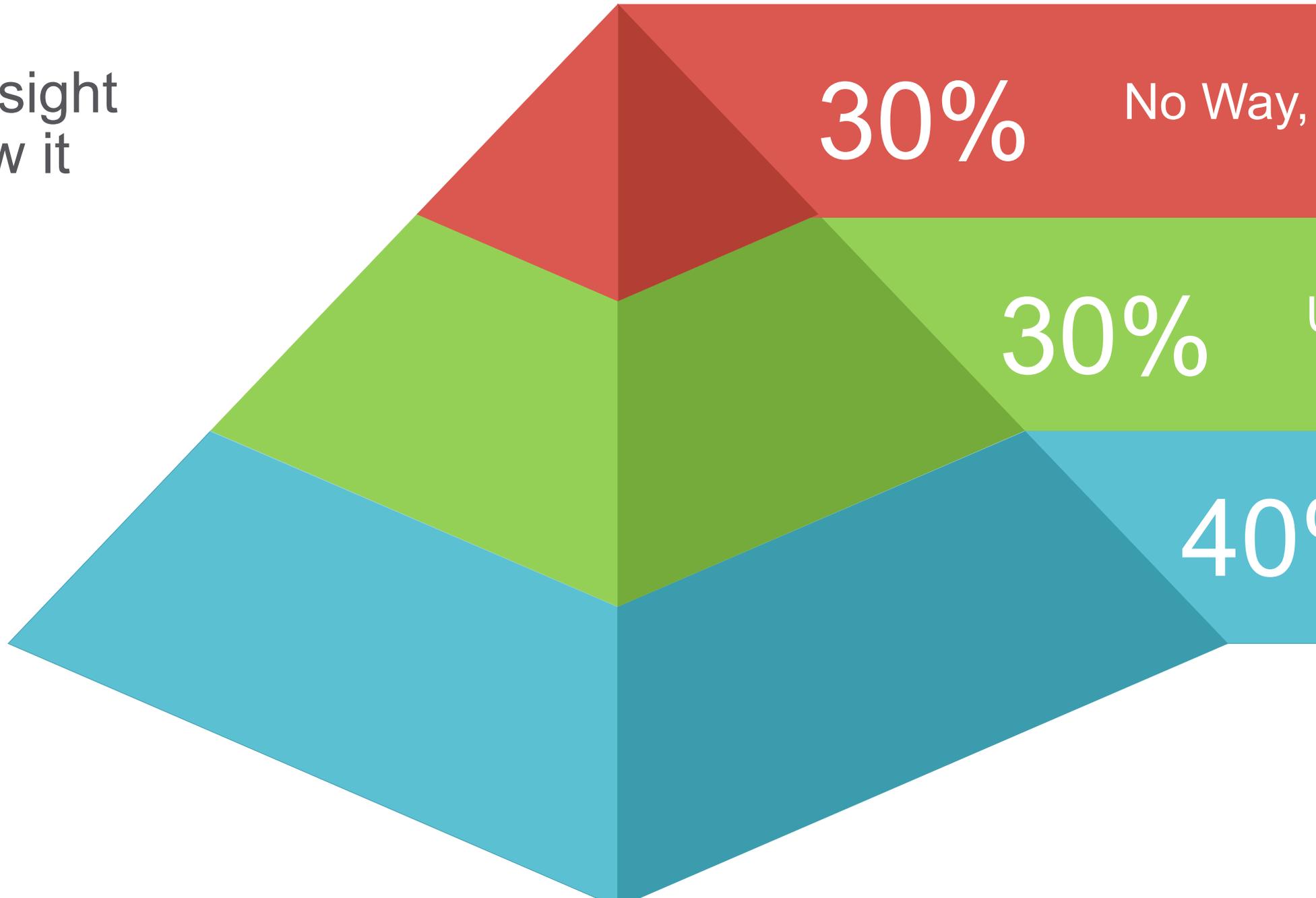
Risk

Value
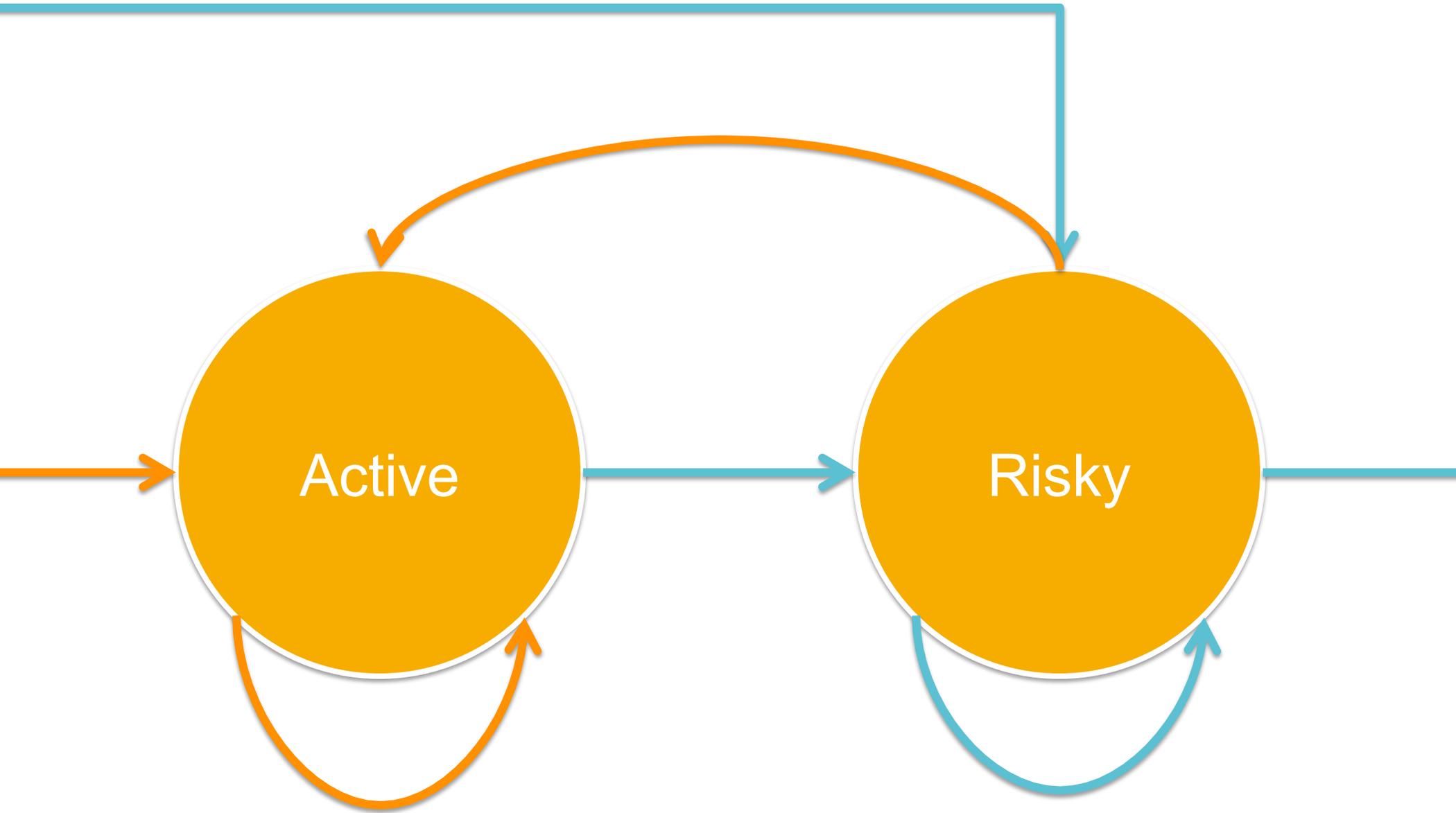
a high risk for canceling
the next 3 months.

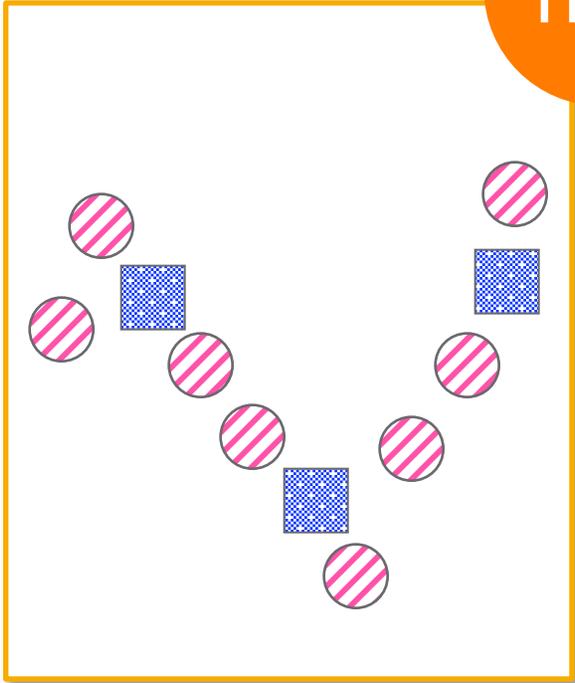Jane has potential to pro
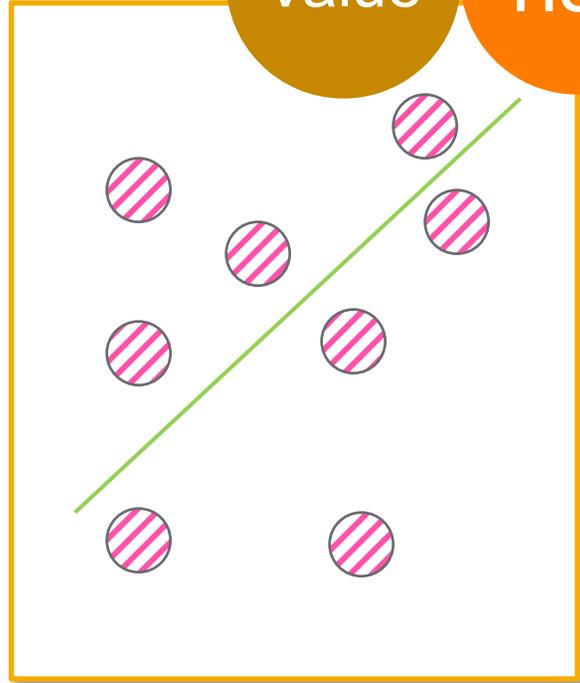club, use more services
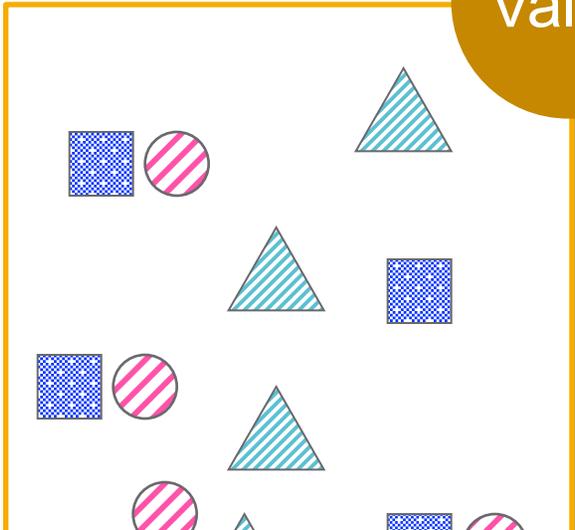more money in your
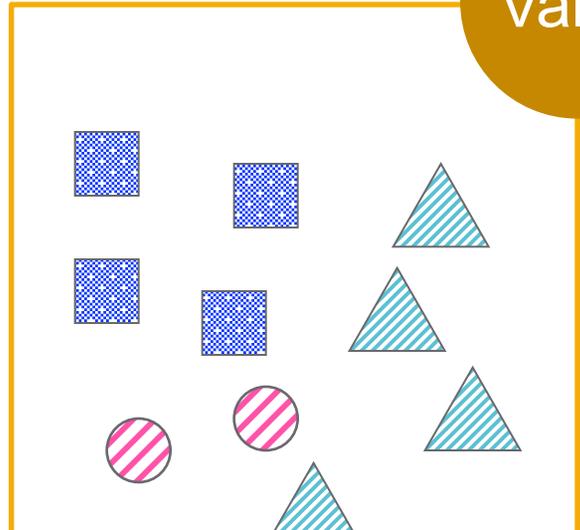
risk

Value risk

Time Series

Regression

risk

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

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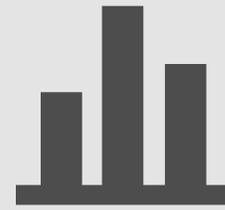aphics   CRM, Check ins   De

eration   ERP   Ho

...ence	Consumer Intelligence	Business Intelligence	Operatio...
...e ...d ...ing	Discovers customer behavior, preference and opinion *personality, brand preference, shopping behavior, companion* .	Provides predictive modeling capability to identify key customers and important triggers in real-time *at-risk, high-value, engaged, high share of wallet*	Provides... and targ... flow for ... engager... *when, ... right o... right p...*

ow	**RISK**	High	**RISK**	Med
dium	**VALUE**	High	**VALUE**	High
/w	**FREQ**	2/m	**FREQ**	1/w
opper, ily	**PERSONA**	Spender, Exec	**PERSONA**	Student

30%

Active

20%

Risky

80%

50%
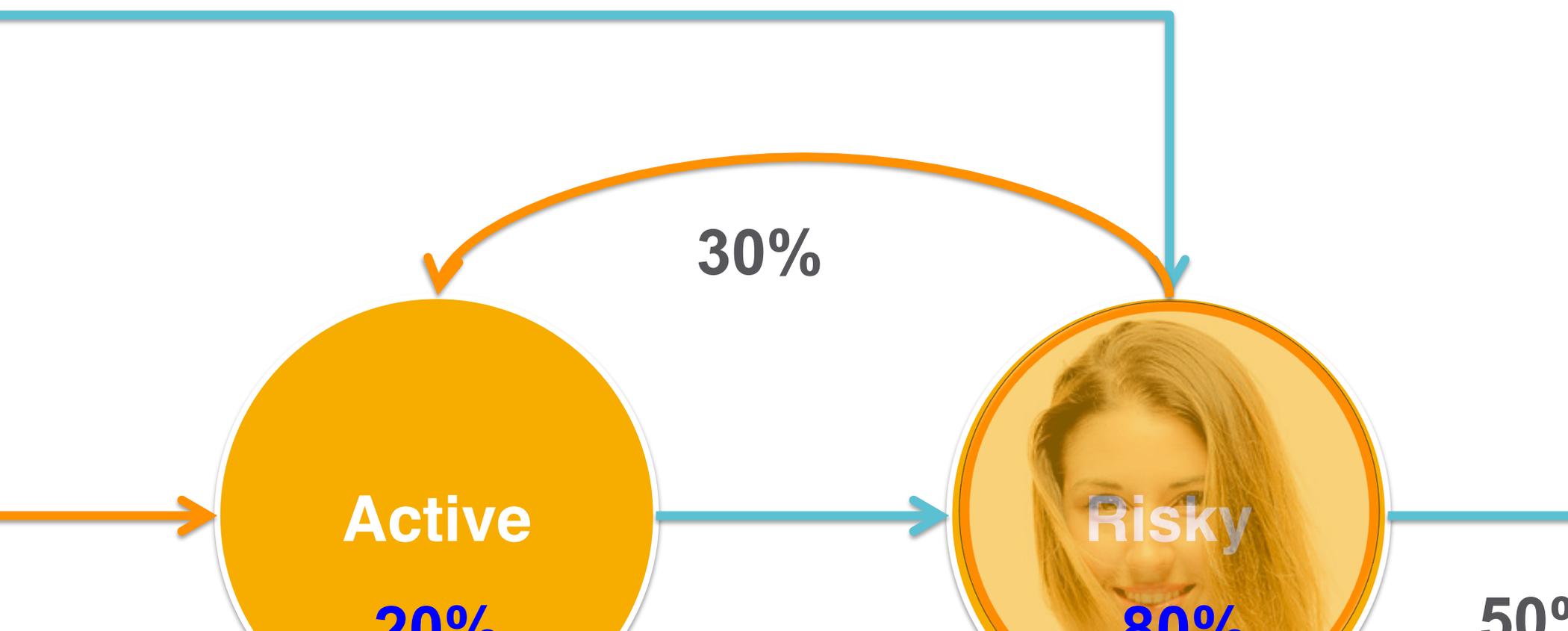
RISK	High		SOCIAL	Activ Conne
VALUE	High		COMPANION	With Fr
FREQ	2/m		CONSISTENCY	Ve Lo
SONA	Spender, Fashionista		BRAND	App Burbo
EREST	Weight Loss		PERSONAL	Stud Renter,

client data

interaction
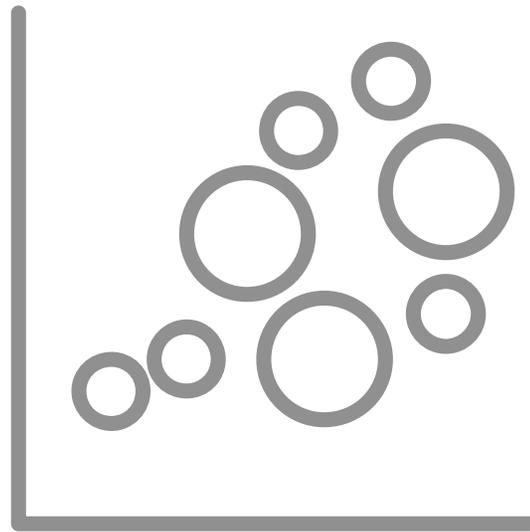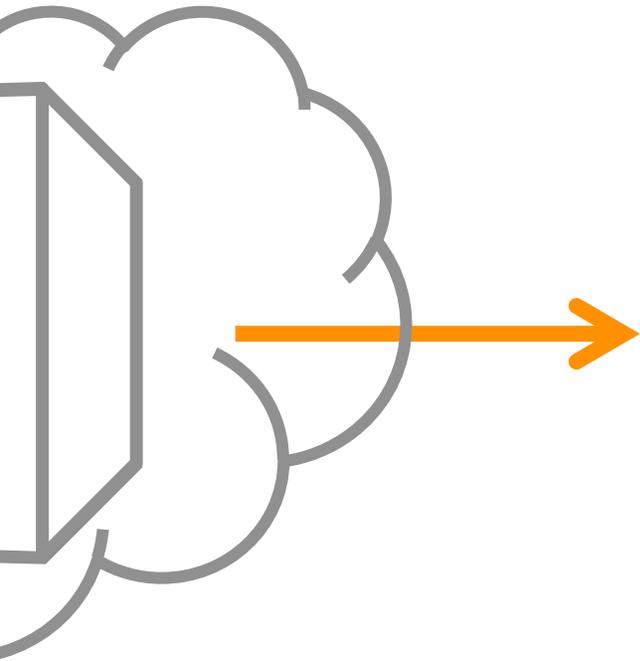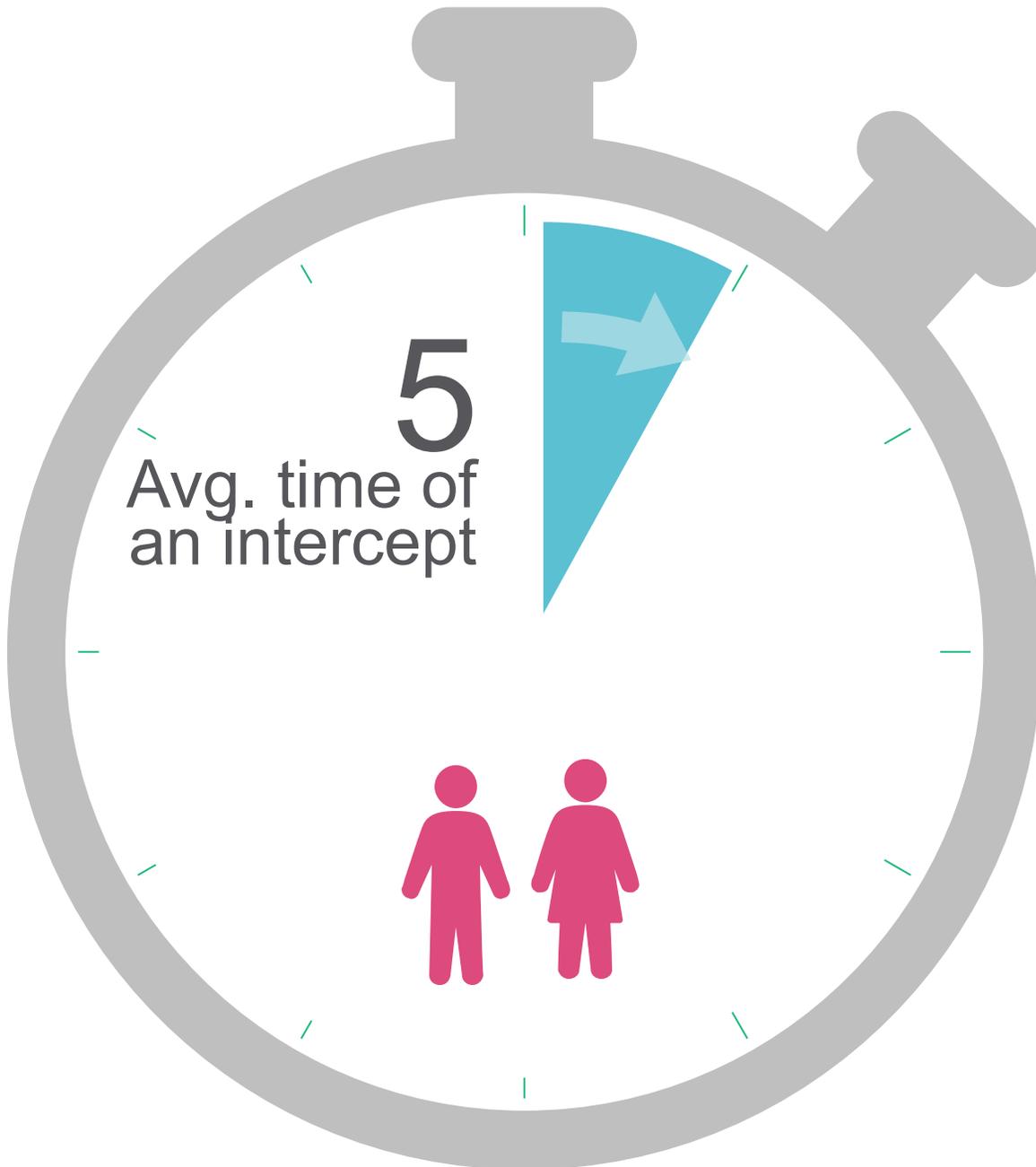
5

Avg. time of
an intercept

Ret

Cus
Sati

Vis

Cu

- 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 c complaints with staff
- Jane goes to Gym on Weekdays, almost everyday, in the mornings and c
- 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 Work
Jane's Current Mood: Negative
Jane's Segment: At-Risk, high-value,
Jane's Segment: High lifetime value, Engaged Member, Low sh

| WE LEARN	WE INFER
Starbucks brand preference, coffee drinker, brews coffee at home or in workplace	60% more likely to buy organic produce, 3 Hybrid Car, 130% more likely to shop at Blo more, 50% more likely to hav
Uses social media, uses Twitter, share purchases via Twitter	70% more likely to have a Facebook accou an iPad, 30% more likely to take Public
Uses Twitter via mobile device, buys groceries, shops at Ralph's Grocery	300% more likely to live in California, 200% Angeles,
Shops for groceries in the morning, shops for groceries on Wednesday, Shops during weekday mornings	300% more likely to work from home, 200 home, 60% more likely to be a coupon c exercise 3-4x per we
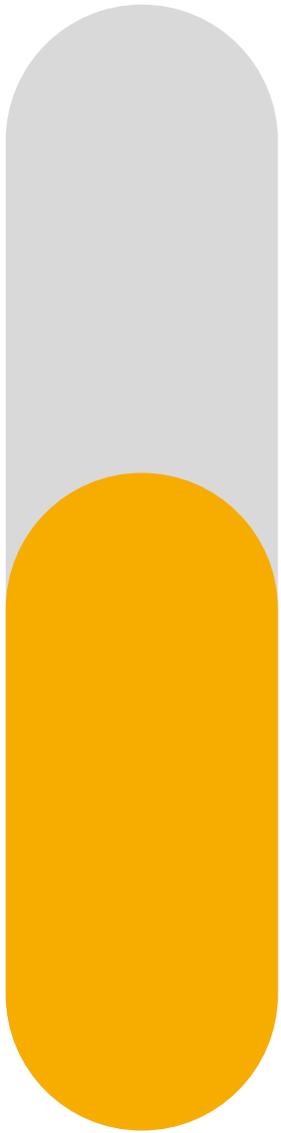
Visit Frequency

Customer Satisfaction

ant customer engagement

light, new way

SERIES

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ef Scientist

ify.net

View the complete webinar schedule

p://www.motionsofttechnologysummit.

MOTIONSOFT TECHNOLOGY SUMMIT
WASHINGTON, D.C. - SEPTEMBER 22 -24, 2015
FAIRMONT HOTEL - GEORGETOWN

"IT WAS IMPRESSIVE TO

THE INTELLECT AND BI