



retention**GURU**

Dr. Paul Bedford

Principle

Retention Guru

paul@retentionguru.co.uk





retention**GURU**



guru_paul



Retention Guru



Dr Paul Bedford



retention-guru

paul@retentionguru.co.uk

Thank You



MARKET EXPANSION

ALTERNATIVE
GYM/BOUTIQUE

LIFESTYLE
EXERCISE
SKATEPARKS
BMX PARKS
PARKOUR GYM
SURFING STUDIO
CLIMBING GYM

DIAMOND
\$€€ >200

CONVENTIONAL GYM
BOUTIQUE GYM
HEDONIC RESORT

PLATINUM
\$€€ 100 - 200

PREMIUM
\$€€50 -99.99

MID-SECTOR
\$€€ 30 - 49.99

VALUE
\$€€20 - 34.99

LOW-COST
\$€€ 10 - 19.99

FREEMIUM
FREE

THE OUTDOOR
GYM

Free
PLAYPARKS
WALKING TRAILS
10,000 STEPS
CYCLING TRAILS

Paid
BOOTCAMPS
STREET CIRCUITS
COLOR RUN
SPARTAN RACE
TOUGH MUDDER

UNCONVENTIONAL BOX
WAREHOUSE GYM
CROSSFIT BOX

INCOME FRAGMENTATION
ADAPTATION





retention**GURU**

Retention Fundamentals

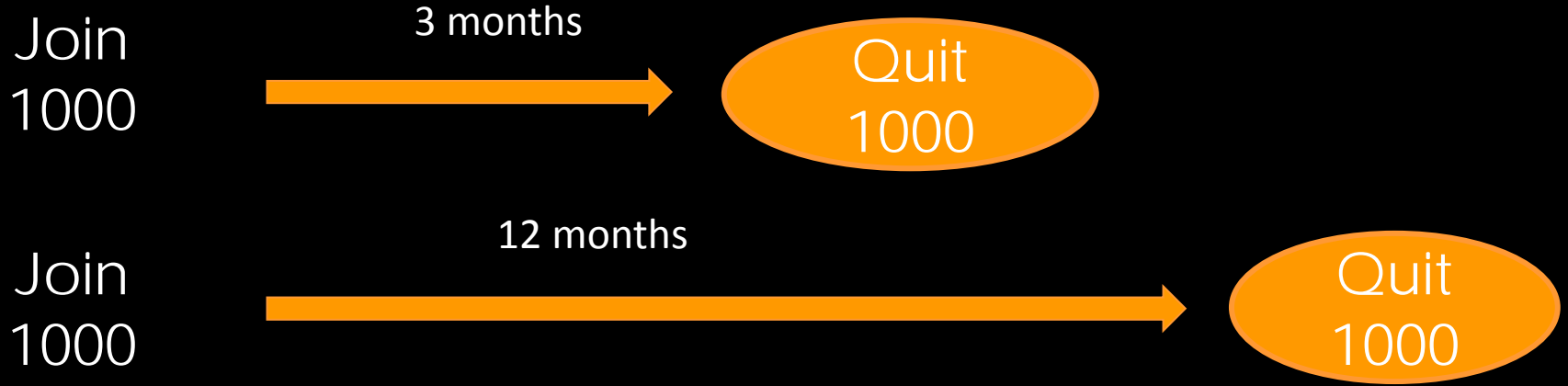
Dr Paul Bedford

Three phases of membership

1. Join (measured in people)
2. Stay (measured months)
3. Leave (measured in people)

Attrition is a measure of
how many people leave

Retention



Retention

is not the opposite of

Attrition

Top 10 factors
affecting retention

1

Visits

2

Interactions

3

Programming

4

Goals

5

Social

6

Contracts

7

Age

8

Inductions

9

Group Ex

10

Queuing

Queuing

Tactic 10

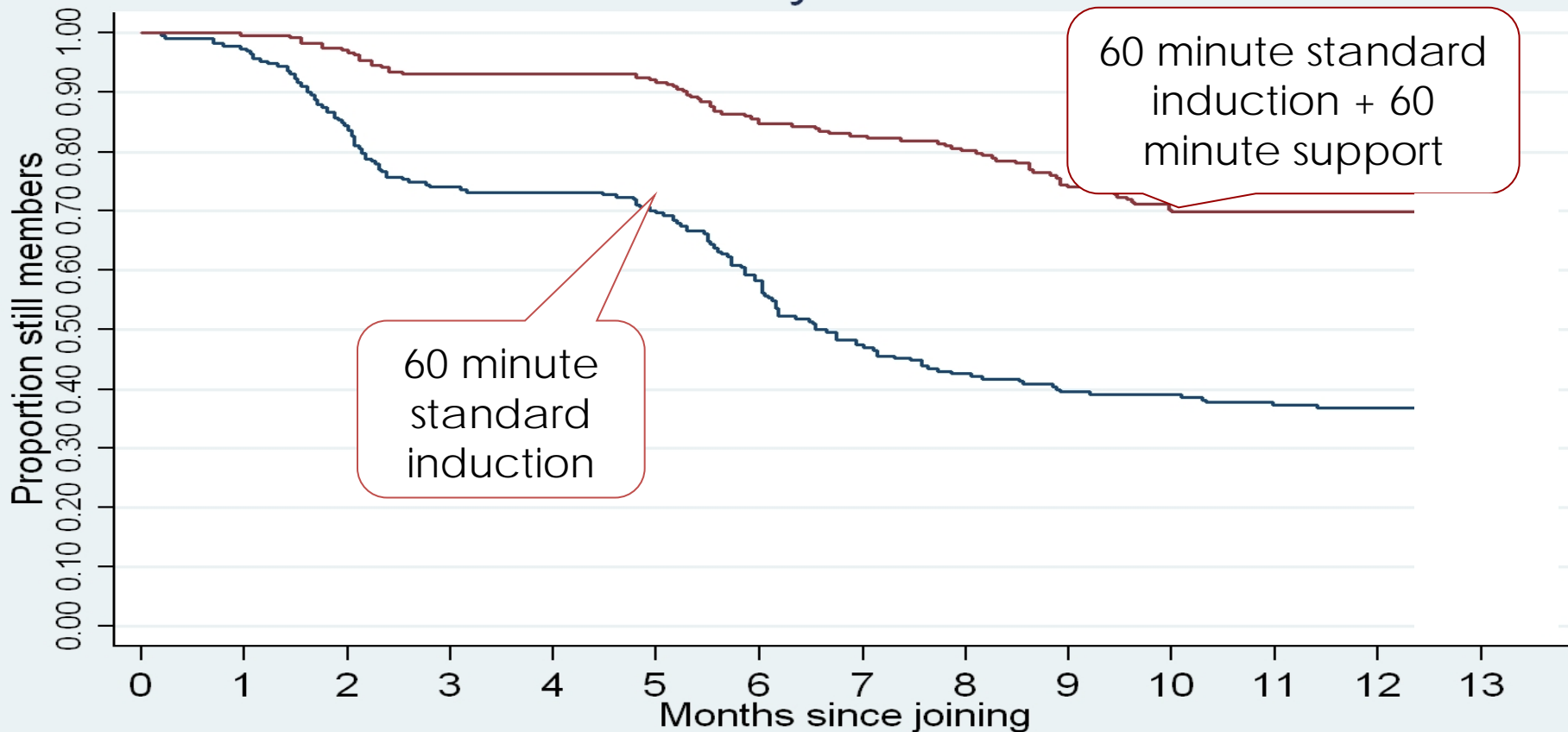
Members who say they frequently have to queue for equipment in the gym, and who find it annoying, are **50%** more likely to cancel than those members who do not.

If no members had to queue for equipment,
5% cancellations would have been avoided.

Inductions

Tactic 9

Retention rate by treatment received



— treat = no intervention — treat = intervention

Extra months of membership



Average Month of Membership

Marketing

Tactic 8

Characteristics

Av Months Membership

Age Group

16-24

15.5

25-34

17.5

35-44

20.8

45-54

22.1

55+

22.3



If all members were aged
at least 35 years

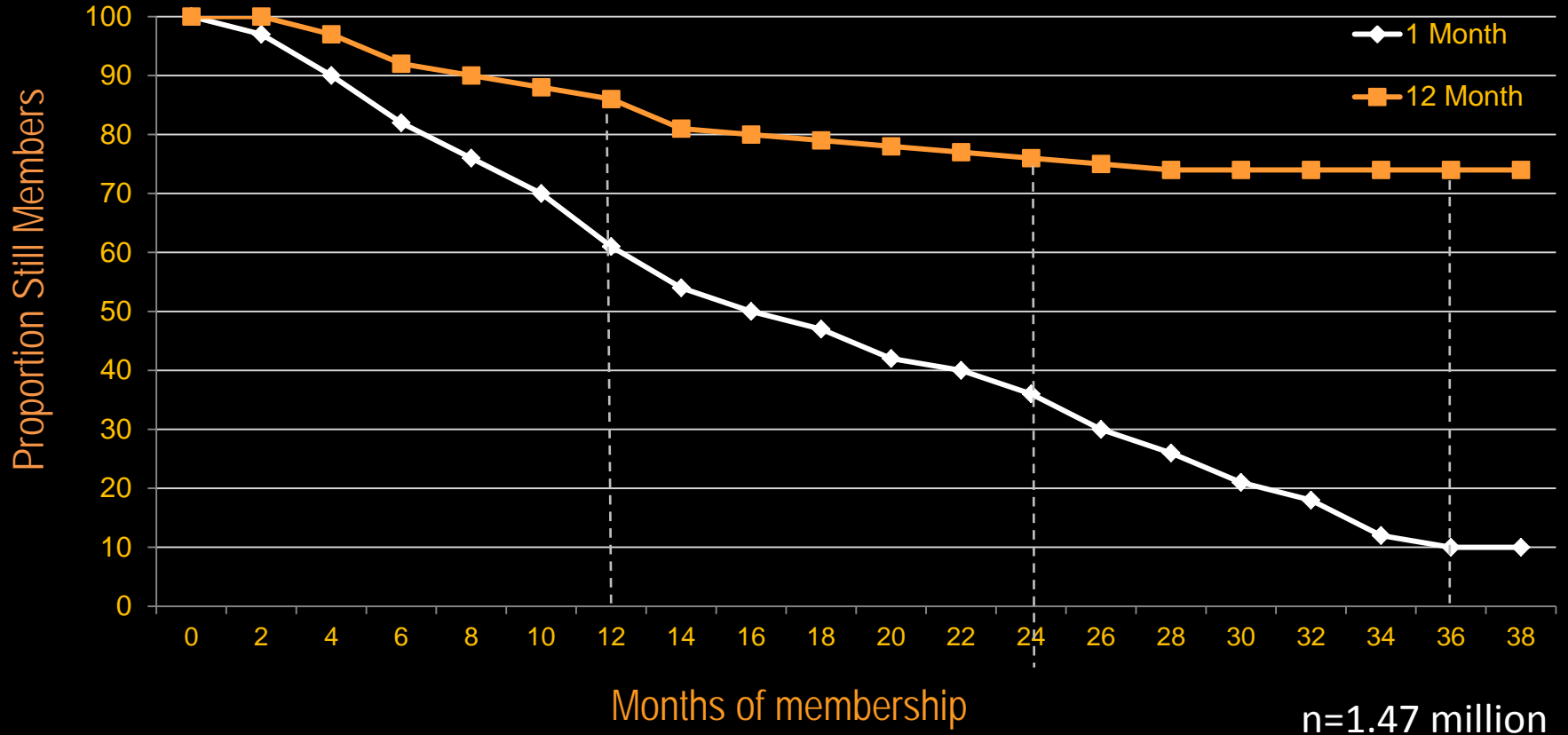
30%

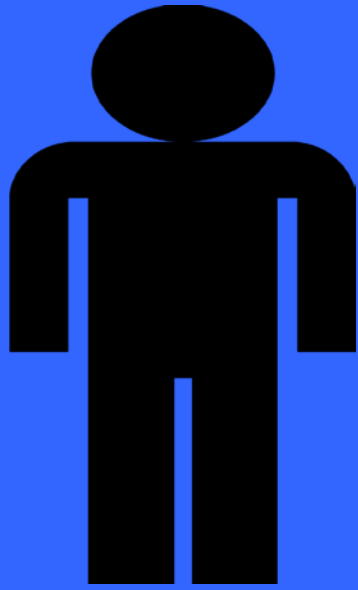
of membership cancellations would be
avoided

Contracts

Tactic 7

Retention rate by Payment Type





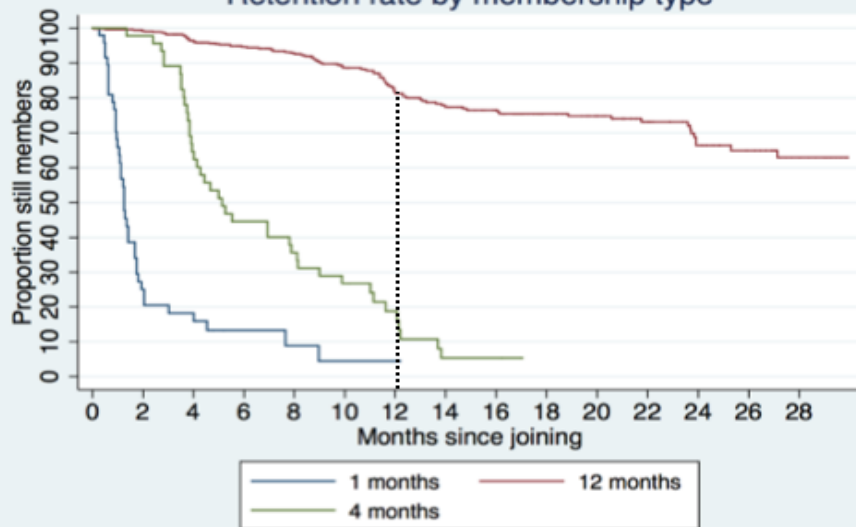
1 month
15.5 months
membership



12 month
>36 months of
membership

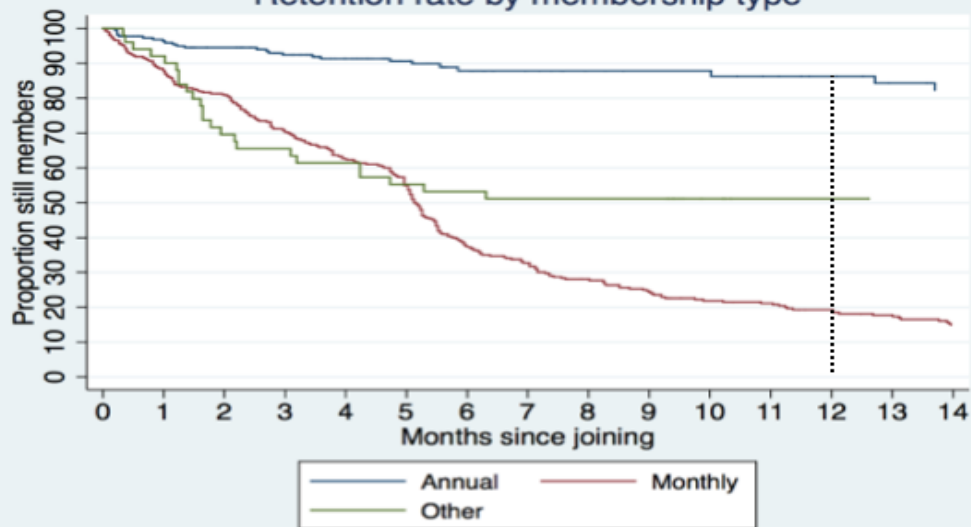
Membership Type

Retention rate by membership type



5%-10%-80%

Retention rate by membership type



20%-50%-85%

Group training

Tactic 6

18% fewer cancellations

If all members included **some** group-based exercise into their routines.

Social

Tactic 5

Members who **report frequent interactions** with fitness staff are also much more likely to report they have made a **new friend** at the club and to say they have **enjoyed exercising** in the last three months

Goals

Tactic 4

Progress towards their goals is
an important determinant
of retention.

For each goal that members reported making progress on, their risk of cancelling in the next month fell by approximately
10 per cent.

Programming

Tactic 3

Exercise content must be directly related to the members goals.

The member can see and understand that relationship.

Progress must be
consistent

If all low progress members
were spoken to at least frequently,

10%

of cancellations each month would be avoided.

Interactions

Tactic 2

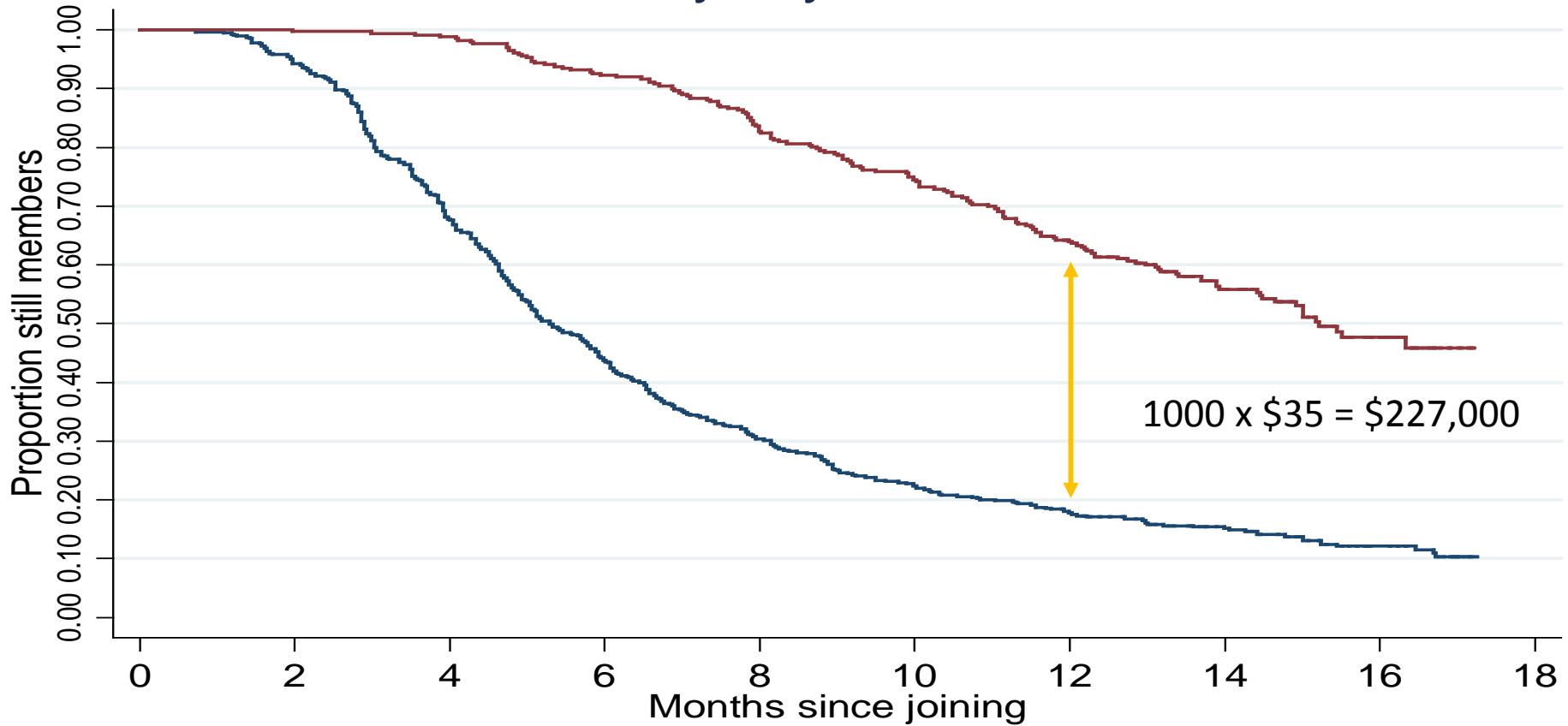
If both reception and fitness staff always spoke to all members, it's estimated that **44%** of cancellations would be avoided.

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

	1 Interaction	2-3 Interactions	4+ interactions
Probability of visiting next month when compared to no interaction	20% more likely to visit	50% more likely to visit	80% more likely to visit

n=78,071

Retention by any interaction or not



inttot = 0 inttot = 1

Members who made at least one visit during the length of their membership

	Cancellations per thousand per month	Median length of membership
No interactions	123.5	4.9
At least 1 interaction	39.9	14.5
	+84	9.6

Visits

Tactic 1

Average visit frequency per month

	No visits	>0-<1	1-2.99	3-5.99	>=6
Club 1	7.7	25.6	26.6	18.2	21.9
Club 2	7.8	23.7	25.6	20.3	22.2
Club 3	7.0	23.8	26.4	18.9	23.9
Club 4	7.6	16.8	23.8	22.2	29.6
Total	7.6	21.5	25.4	20.4	25.2

53% <1 per week

n=36,753

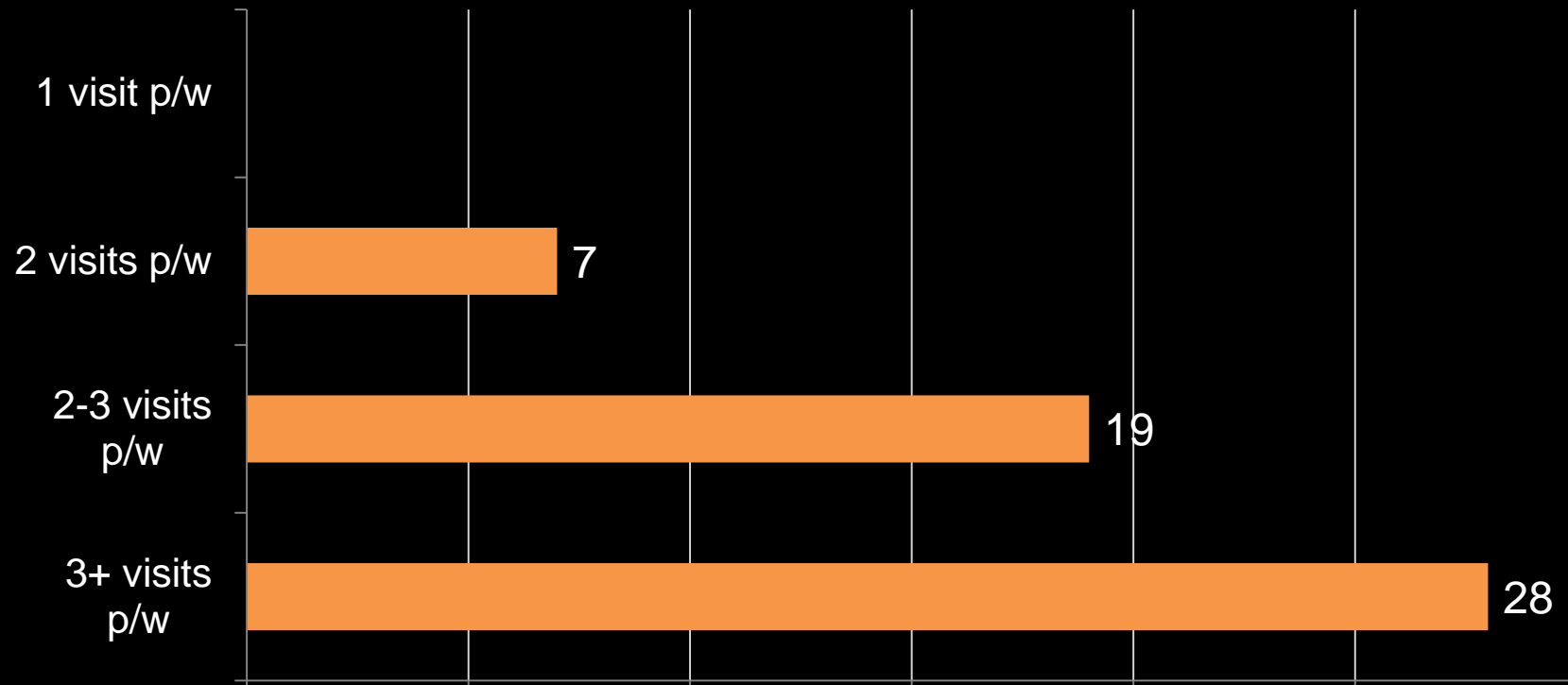
Time to first visit

	On join day	Within 1 st week	>=1 but <2 weeks	>=2 but < 3 weeks	>=3 but < 4 weeks	>=4 weeks
Club 1	40.1	37.3	8.9	3.5	1.9	8.3
Club 2	36.0	42.5	9.6	3.5	2.3	6.2
Club 3	46.9	28.3	6.1	3.1	2.0	13.6
Club 4	47.5	29.8	6.7	3.0	2.0	11.1
Total	43.7	33.4	7.6	3.2	2.0	10.1

15% take 2 weeks to get started

n=36,753

Extra months of membership

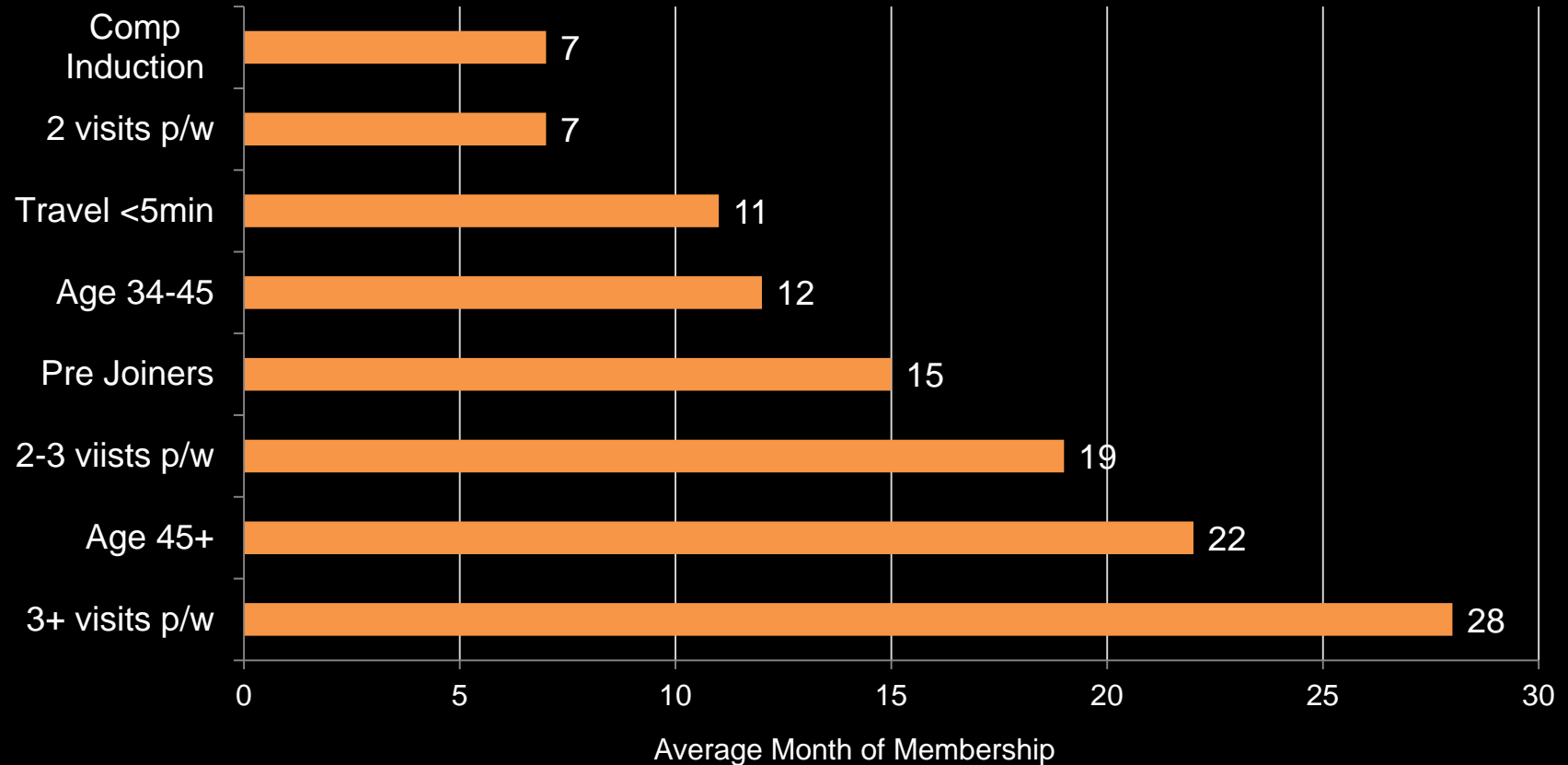


Visits

Interaction

Programming

Extra months of membership



Thank You



retention**GURU**



guru_paul



Retention Guru



Dr PaulBedford



retention-guru

paul@retentionguru.co.uk