cascade³ᵈ

Reporting for Retention – the basics

Will Jones

Reporting for Retention

- *Reporting on membership retention shows:*

  – *Quality of fitness product*

  – *Level of customer satisfaction*

  – *Effectiveness of retention activities*

Members vs Memberships

- *Member*
  - *a person attending your facilities*
  - *can have multiple memberships*

- *Membership*
  - *an entry method to your facilities*
  - *has a <u>value</u>*

Report on memberships, retain members!

Solutions Document

Build	Live	Source report name	Spreadsheet tab	Frequency	Department	Definition	Action
y	18-Nov	Live members	Master Memberships Count				
y	18-Nov	Live members	Master Member count				
y	18-Nov	Live members	Core Memberships	Weekly	Sales Team	Total of priority memberships sorted by membership group	Review against targets on a daily / weekly / monthly basis
y	18-Nov	Live members	Renewals	Monthly	Sales Team	Live members due for renewal by month - only annual membership types	Send renewal communications - email\ letters
y	18-Nov	Live members	Last visit	Monthly	Fitness Team	Live members last recorded visit by month and year	Identify sleepers and send newsletter to active live members only
y	15-Dec	Live members	Frozen Memberships	Monthly	Marketing & Comms	Memberships with a Frozen Status	To identify memberships on long term freezes over 6 months
y	15-Dec	Live members	Cancellations This Month	Monthly	Marketing & Comms	Live members with a cancellation date at the end of the month	To monitor on going cancellations
y	18-Nov	Live members	Post Codes	Ad Hoc	Marketing & Comms	Live members by postcode sector	Use for planning of leaflet drops and other marketingcampaigns
y	18-Nov	Live members	Email	Monthly	Marketing & Comms	Live members with no email address in email field	Monitor overall email capture for use with communications.
y	18-Nov	Live members	Mobile	Monthly	Marketing & Comms	Live members with no mobile number in mobile field	Monitor overall mobile capture for use with communications.
y	18-Nov	Live members	Children's Birthdays	Monthly	Marketing & Comms	Children aged 3 - 12, sorted by month of birth	Promote Children's birthday parties
y	18-Nov	Live members	Adult Significant Birthdays	Monthly	Marketing & Comms	Adults aged almost 18, 21, 30, 40, 50, 60 & 70	Promote Adult birthday parties
y	18-Nov	Live members	Age by membership	Monthly	Marketing & Comms	Live members by age group	Identify errors
y	18-Nov	Live members	Title by gender	Monthly	Marketing & Comms	Live members title by gender	Identify errors
y	18-Nov	Live members	Title by age	Monthly	Marketing & Comms	Live members title by age	Identify errors
y	18-Nov	Live members	DD Memberships	Monthly	Finance Team	All live membership with DD Payment Method (Platinum, Swim School, Swim Card)	Check against dd run

Example Report

Cascade Leisure Centre	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15
Opening Members	1090	1070	1045	1035	995	995
Leavers	70	65	40	50	60	
Attrition	6%	6%	4%	5%	6%	
New Members	50	40	30	10	60	
Annual Attrition	60%	59%	58%	59%	60%	
Net Movement	-20	-25	-10	-40	0	
Sleeper Rate	28%	30%	33%	34%	34%	
Average Membership Length	7.6	7.7	7.9	8	7.9	
Average Visits	4	3	3	3	4	
Induction Rate	88	90	80	80	95	

Definitions

- *Opening Memberships*
  - *Total memberships at the start of the month*
  - *Cascade, Live Memberships Report*

- *Leavers*
  - *Total cancelled and expired memberships for the whole month*
  - *Cascade, Cancelled / Expired Report*

Definitions

- *Attrition*
  - *Percentage of total membership that has cancelled in the last month*
  - *Cancellations ÷ Opening Memberships*

- *New Members*
  - *New joiners for the month*
  - *Cascade , New Members Report*

Basic Retention Report

Cascade Leisure Centre	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15
Opening Members	1090	1070	1045	1035	995	995
Leavers	70	65	40	50	60	
Attrition	6%	6%	4%	5%	6%	
New Members	50	40	30	10	60	

Additional Metrics

Annual Attrition Rate

- *Percentage of total membership that has cancelled in the last 12 months*

- *Sum of monthly attrition rates*

Net Member Movement

- *The positive or negative movement of total members*

- *The positive or negative movement of different membership types*

- *Total members - cancellations + new members*

Sleeper Rate

- *The % of members who have not visited in a set time period (6 weeks?)*

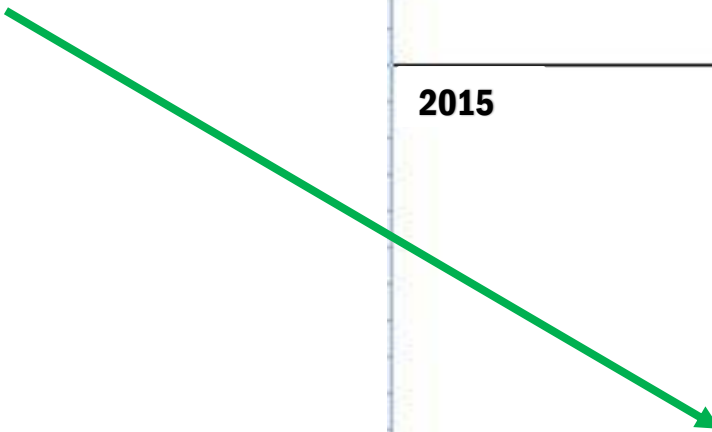- *Cascade3d Analytics – Live members report*

Sleeper Rate Example

- *Example*
  - *Total Members = 9795*
  - *Inactive = 3691*
  - *Active = 6104*
  - *Sleeper = 38%*

Count		
Years	**LastVisit**	**Total**
2014	Jan	58
	Feb	69
	Mar	68
	Apr	69
	May	89
	Jun	80
	Jul	65
	Aug	97
	Sep	102
	Oct	85
	Nov	100
	Dec	103
2015	Jan	171
	Feb	169
	Mar	240
	Apr	213
	May	244
	Jun	280
	Jul	320
	Aug	447
	Sep	622
	Oct	1453
	Nov	4651
Grand Total		9795

Average Length of Membership

- *The average number of months a member completes before ending their membership*

- *Cascade – Cancelled / Expired Memberships Report*

- *Look at last rolling 12 months*

Average Visits

- *Average number of visits made by members during the current month*

- *Cascade – Activity Participation Report*

Induction Rates

- *The percentage of new members who have joined in a month that have completed a gym induction*

- *Cascade – Booking Analysis / Manual records*

Complete Retention Report

Cascade Leisure Centre	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15
Opening Members	1090	1070	1045	1035	995	995
Leavers	70	65	40	50	60	
Attrition	6%	6%	4%	5%	6%	
New Members	50	40	30	10	60	
Annual Attrition	60%	59%	58%	59%	60%	
Net Movement	-20	-25	-10	-40	0	
Sleeper Rate	28%	30%	33%	34%	34%	
Average Membership Length	7.6	7.7	7.9	8	7.9	
Average Visits	4	3	3	3	4	
Induction Rate	88%	90%	80%	80%	95%	