



# Members Journey

Will Jones



# Members Journey?

- What is a members journey?
  - A planned series of interactions with customers at relevant times primarily during their membership
- Why should you have one?
  - Customer service
  - Information
  - Retention

# The New Member



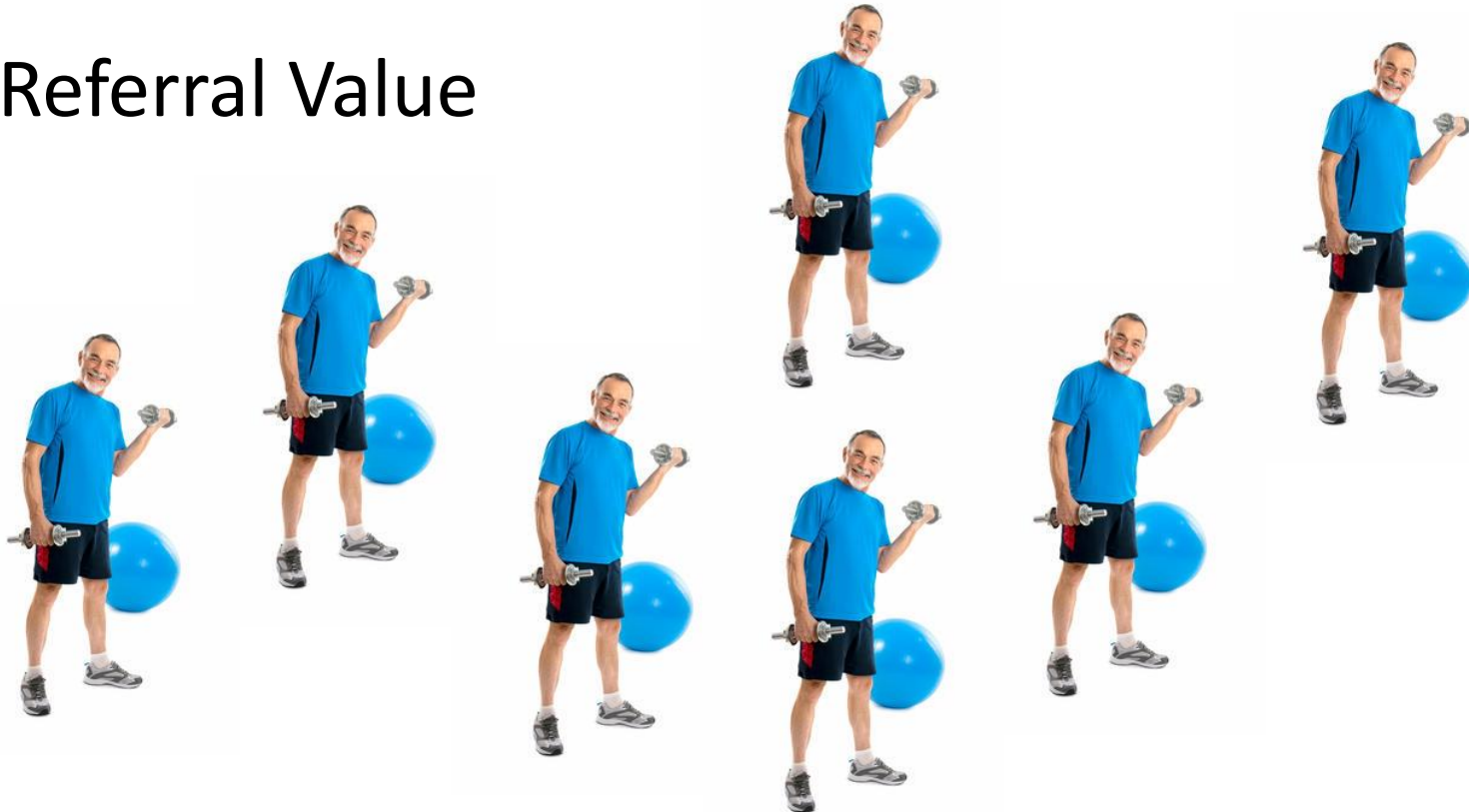
# Lifetime value

- An effective members journey
  - will increase the customer lifetime value

Interactions	Average length of membership in months	Total income from dues
None	4.2	£188
1 to 3	9.9	£444
4+	27.3	£1,229

# Lifetime value

- Referral Value



# Example Member Journey



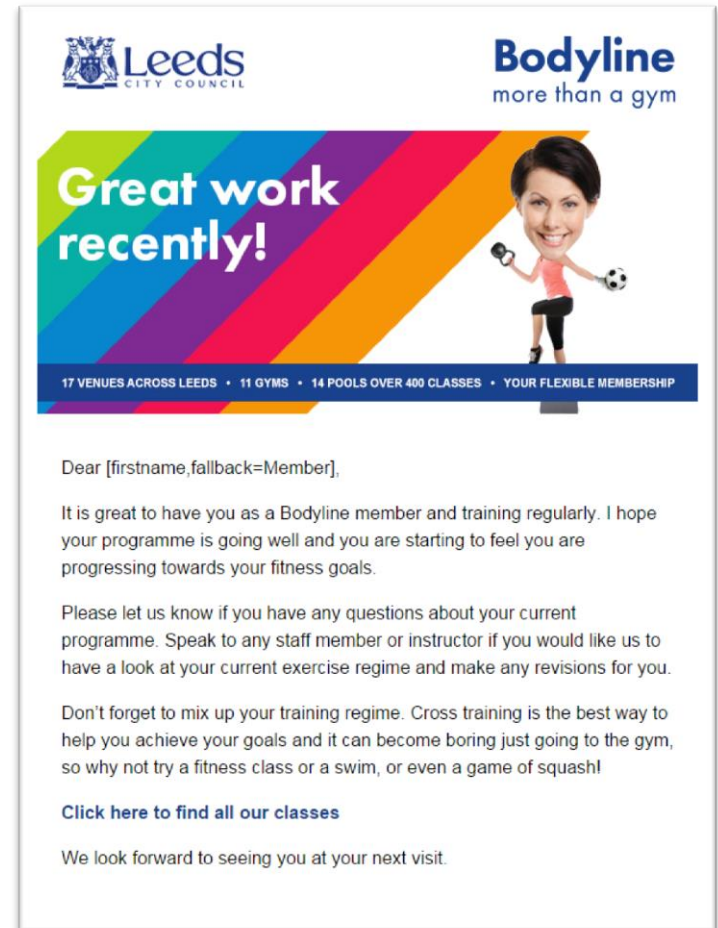
# First Day

- Zero Point of Contact
- Front of House
- Sales Process



# First Week

- Welcome Email
  - Cascade3d Communicate
- Induction
- Programme
  - At least 3 touch points?





# First Month

- Weekly Text message
  - Cascade3d Communicate
- Exercise Review
- 30 day celebration



# Three months

- Newsletters
- Surveys
- Gym challenges
- Programme reviews



# Three months +

- Bank holiday offers
- Birthdays
- Renewals



# Extended Journey

- Before Membership
- After membership





# Members Journey

Any questions?

