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Greg Meyer, Director of Market Research, Anytime Fitness



THE CHALLENGE

Founded in 2002, Anytime Fitness has grown rapidly, through global economic booms and busts, to more than 2,000 24-hour clubs in 15 countries serving almost two million members. Aiming for nothing short of improving the health and self-esteem of the world, Anytime Fitness offers a healthy blend of affordability, convenience, and fun. However, the company isn't about to ease up and rest on its success. In a complex market crowded with competition—from other clubs, personal trainers, a variety of specialized exercise programs, and home fitness solutions—the company has to keep in constant close touch with what keeps members coming back. In Spring 2013, Anytime Fitness introduced the Satmetrix Pro Net Promoter Score program to its franchise owners, many of whom were already familiar with the methodology and embraced it enthusiastically.

“It helped gain the confidence of club owners that Satmetrix is a founder of Net Promoter methodology. They were, for lack of a better word, relieved, that we were providing a proven solution with an extensive track record, rather than some unknown “john doe” software,” says Greg Meyer, director of market research, Anytime Fitness.

After a successful pilot in 25 clubs, the Satmetrix system was rolled out to all U.S.-based clubs with plans to roll the program globally.

WHY SATMETRIX

To start, owners see their own Net Promoter Score, which they can compare to the aggregate brand NPS. Soon they'll be able to benchmark their performance against other clubs in the region, as well as view a companywide leader board. The company also intends to recognize strong performers on a regular basis. These enhancements are planned to stimulate a cooperative competition, which is good for the brand. “Because a member of one club has access to all other clubs worldwide, every club has some stake in the performance of all the others,” explains Meyer. “In a franchise system this big, the benefit of sharing these scores is that it promotes a mentality of a rising tide lifts all our ships.”

QUICK FACTS

Industry

Franchise, Fitness

Customer Profile

Global franchisor in health and fitness, with 2,300 clubs and nearly 2 million members

#1 on Entrepreneur magazine's Franchise 500 List and #1 in the “Fitness Business” category (January 2014)

Named one of “America's Most Promising Companies” by Forbes magazine (February 2013)

Business Challenge

Winning and keeping members in a highly complex and crowded marketplace Providing independent, entrepreneurial club owners with simple, effective tools to grow their businesses



Why Satmetrix

- ✓ NPS in a kit that doesn't take a lot of resources to implement
- ✓ Flexibility to adapt to unique needs of the business
- ✓ Support from helpful experts
- ✓ Proven methodology from NPS founders



Feedback While It's Fresh

The timing of surveys can be a tricky business, says Meyer. Feedback is relevant from members who recently used their club, but not from members who haven't visited for months. "Satmetrix enables us to trigger surveys based on usage. You visit a club today, you get a survey tomorrow." It's also important not to annoy club members with too many surveys, adds Meyer. "Satmetrix has buffers to protect against over-surveying. Members who come every day are surveyed at most every 90 days."

Alerts For Action

Satmetrix enables action. "For these types of programs to work, you need to address detractor complaints in one way or another, either by talking with that member or by taking action that indicates you've heard the feedback and done something with it," says Meyer. "Satmetrix software has a built-in alert function," he explains. Whenever someone rates a club between 0 and 6, the club immediately receives an email message with the score, the reason, the member's contact information, and some recommendations for follow up within 48 hours. "Satmetrix also imports data about the member, such as the frequency of club use, monthly rate, and utilization of personal trainers, so the owner can better understand the feedback before deciding how to act on it."



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50%

The member attrition rate typical for health clubs and gyms.

This churn in membership points up the need for Anytime Fitness to better understand what matters to members so that the clubs can offer services that members truly value.

2300

The number of Anytime Fitness clubs worldwide.

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1

The number of people it takes to manage the global Satmetrix Net Promoter program.

Meyer had managed a Net Promoter program at a big-name retailer, where he had plenty of resources to build and manage the program. Anytime Fitness is a smaller company with more limited resources, says Meyer. "I needed an easy-to-use software solution and, most of all, a partner with expertise, who had an extensive client list and had seen many different situations. I found what I needed in Satmetrix."

1

The number of times franchise owners have to sign on to view their NP information.

Getting thousands of franchise owners to use any solution requires making access as effortless as possible. Satmetrix software is integrated with the Anytime Fitness intranet, so there is no barrier to viewing and using the feedback. "We utilize the single sign-on technology to push club owners to the Satmetrix site once they're logged into our intranet," says Meyer.

About Satmetrix

Satmetrix is the leading global provider of cloud-based solutions for managing and improving overall customer experience. As co-creator of the Net Promoter® methodology, Satmetrix combines unrivaled NPS expertise with a powerful, yet cost-effective SaaS-based software solution to provide continuous, actionable, 360-degree customer insights. Leading organizations of all sizes and across multiple industries use Satmetrix solutions to drive customer retention, improve customer affinity and maximise positive word-of-mouth to deliver overall improvements in customer lifetime value. With more than 1,000 deployments in 40+ languages, Satmetrix provides a holistic view of the customer experience and the necessary expertise to help accelerate customer experience program success.

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