



MEMBER RETENTION

The 10 Worst Mistakes Fitness Centers Make

INTELLIGENT SUSPENSION[®]

Introduction

Why you should read an e-book that's full of errors.

Thanks for downloading this e-book from Cybex Research Institute. It's full of errors—the kind that can cost fitness centers lots of members and serious money. Fortunately, it also contains a ton of best practices that Cybex has picked up over 45 years of working with fitness facilities around the world. Cybex has taken all that knowledge, mixed in the latest, most valuable research findings, and distilled it into this fun, easy, interactive resource for you. So go ahead — flip, swipe and tap your way through this book. Before you know it, you'll be an expert on the top ten blunders of member retention — and how to turn them into win-wins for your fitness center.

CYBEX





Why Retention?

Why Retention?

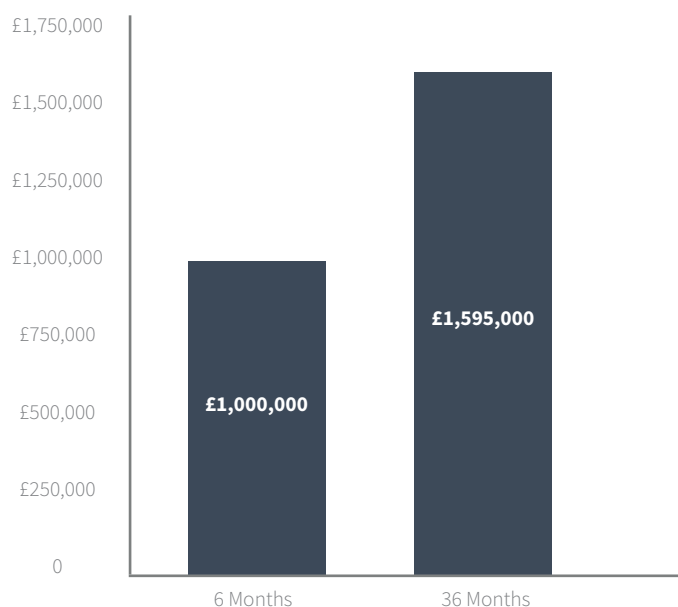
Now, you might be asking: Why focus on retention? Simple. You can't afford not to.

Experts estimate that it can cost as much as five times more to attract new members than it does to keep existing ones.¹

And look how retention can affect your facility's income. Let's say you start out with 1,000 members paying a typical monthly fee, and you keep them for an average of roughly three years.²

Here's how your revenues might look.

FINDERS VS KEEPERS



Based on a club of 1,000 members, each paying £35 a month, that would equate to a difference in income of £595,000 between clubs that retain members for an average of 35.8 months and clubs that keep them for six months.⁷²

But if you lost those same members after only six months, the profit picture gets pretty deflating. In fact, the income difference can be over \$XXX,000 a year.²

It's easy to see why retention is such a big issue. But it's harder to know what makes members leave. Cybex has found that it really comes down to **ten crucial errors**. The purpose of this e-book is to show you what they are, and help you learn from others' mistakes, so you can earn your members' long-term loyalty.



MISTAKE #1

Operation Oversight

Operation Oversight

4 peeves that make members leave:

84%

are disgusted by
dirty facilities⁴

80%

bristle at broken
equipment⁴

73%

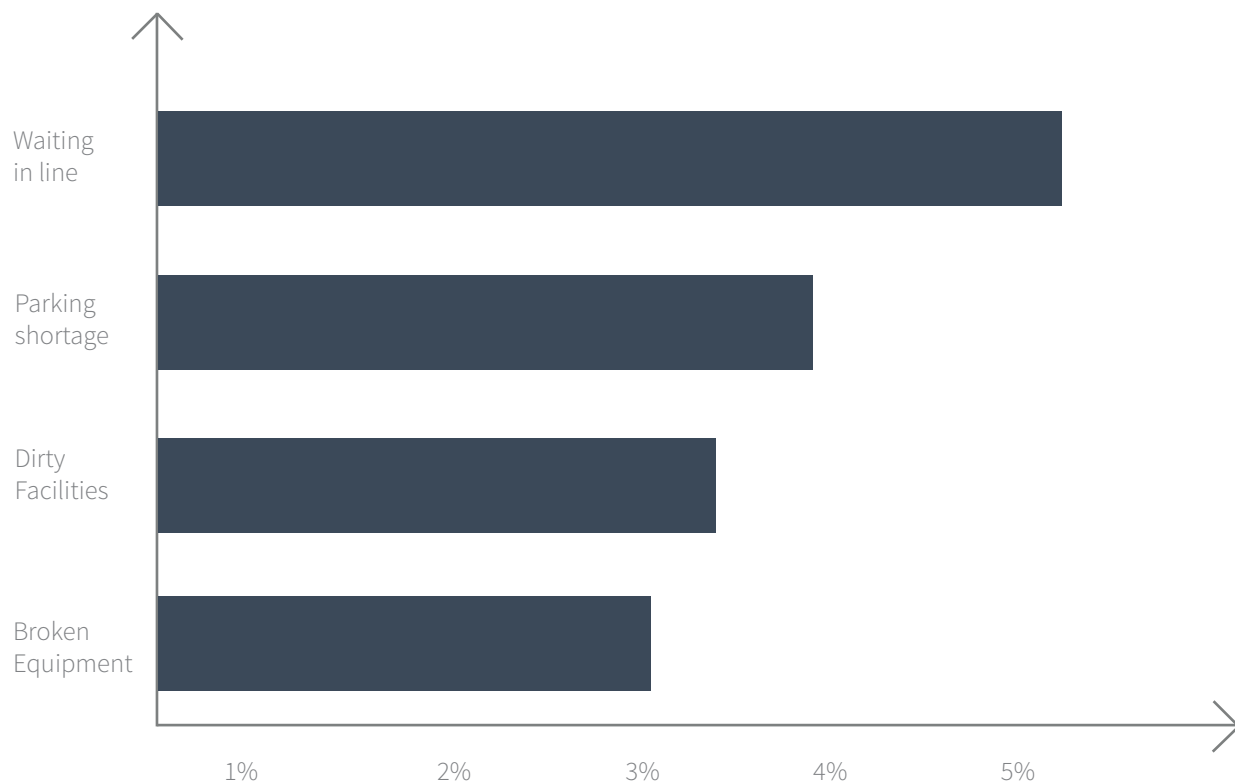
are peeved when
there's no parking⁴

69%

loathe long lines
for equipment⁵

Costly mistakes:

Percent of cancellations per month due to frequent hassles⁴



Ready for some remedies?



1

Insist on a clean, well-kept facility

Your members expect clean equipment and changing rooms, and equipment that's in good working order. Anything less cheapens your brand and can drive members away. Make taking care of the basics a cultural imperative for your staff.⁵

ASSET MANAGEMENT SYSTEM

One great tool for ensuring excellent maintenance and cleanliness is an Asset Management System. You can download a brochure about it here.



2

Add parking whenever possible

Building a new facility? Bake plenty of parking into your plans. And before you put an extension on your building, stop and ask yourself: Would we be better off adding more parking spaces instead? Remember, during quiet times, you can always use those spaces for outdoor activities.⁶

RULE OF THUMB:

Plan on 3 spaces per 1000 s.f. of gross floor area.⁷ Use this rule of thumb to figure out how many spaces you need. Check with local authorities for parking requirements in your area.



3

End equipment traffic jams

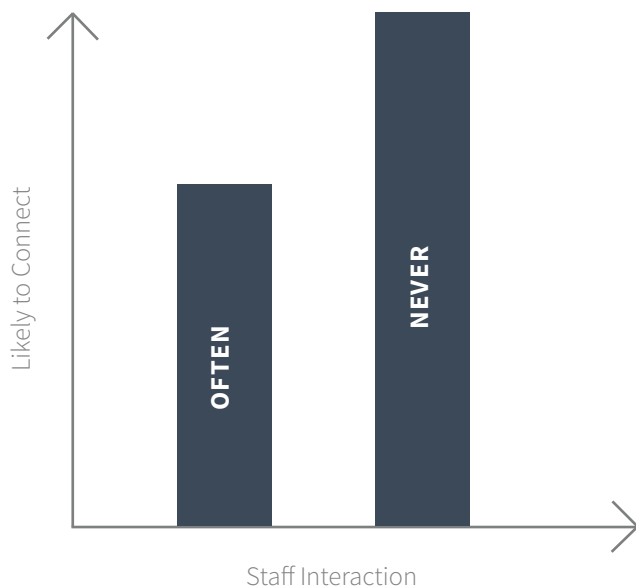
Do you have an equipment purchasing strategy? If not, put one in place now. You can also configure your facility and equipment so members can easily get to the equipment they want.⁸

ASSET MANAGEMENT SYSTEM

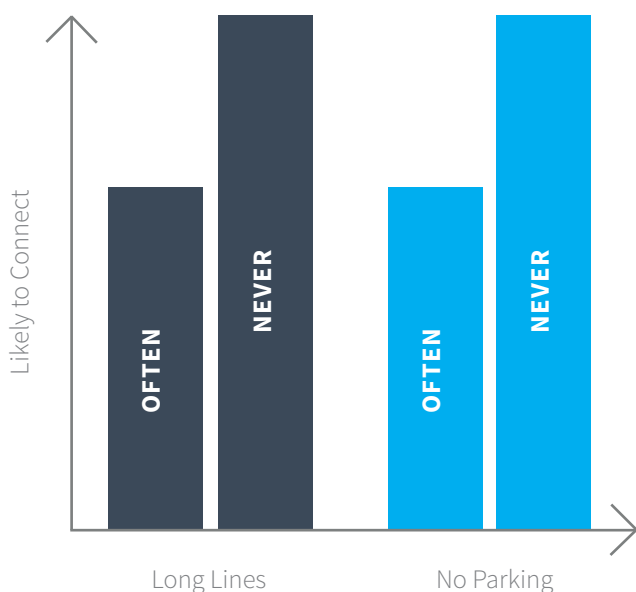
This is one more great reason to get an Asset Management System. It can help you track equipment usage, so you can anticipate when you'll need to buy new machines. And it can also help you decide how to arrange gear for optimum traffic flow.⁸

Be great communicators.

Does the way your staff communicates have anything to do with how members feel about operational issues? You bet. In fact, it may just be the most important thing of all.⁸



Recent research shows a remarkable correlation between communication and retention. In one study, members who reception staff spoke to frequently were 50% less likely to cancel.⁹



Staff interaction also helps defuse member annoyance about things like long equipment lines and lack of parking spaces. And here's the most amazing part of all: the communication doesn't even have to be about the member's concern. It can be as simple as taking the time to say hello.⁹

Think about it: just by encouraging your staff to engage your members, you can significantly improve retention. It's one big step that doesn't come with a big price tag— and you can do it right away, today.⁹



MISTAKE #2

Mis-Targeting

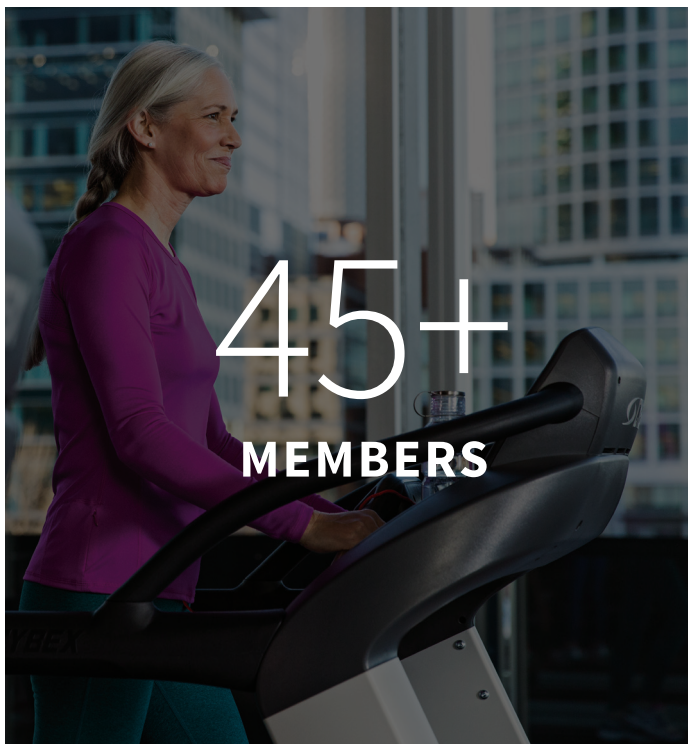
Younger adults may seem like easy targets, but...

Does the way your staff communicates have anything to do with how members feel about operational issues? You bet. In fact, it may just be the most important thing of all.⁸

37%

16-24 year olds stay members for more than two years.¹⁰

Millennials and GenXers often view joining a health club as a short-term investment.†



So what's the sweet spot?

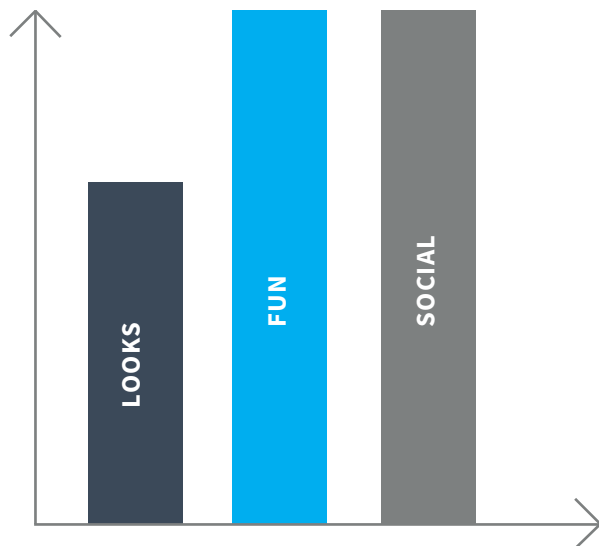
- They remain members **2X** longer than the under-45 crowd.¹¹
- They have more leisure time, and have the greatest need of exercise.¹²
- And, their household net worth is more than **10X** greater than under-45's.¹³

3 retention pointers for targeting the over-45's:

1

Focus marketing communications on friendliness and fun.

MOTIVATIONAL FACTORS FOR 45+ MEMBERS¹⁴



2

Gear your facility to their exercise preferences

EXERCISE PREFERENCES BY AGE¹⁵

CARDIO KICKBOXING	UNDER 45: 27%
	OVER 45: 4%
TAI CHI	UNDER 45: 13%
	OVER 45: 19%

3

Remember, a lot of them are exercising for their lives.

“

Studies show boomers are the first generation to enter their elderly years in worse health than their parents were at the same age.

- L.A. Times

So as you weigh new investments, ask yourself: How would I outfit a facility for people with heart disease, diabetes, obesity?



“

(A)ny strategy that increased the proportion of members ages 45 and over or even shifted upwards the average age would increase the income from membership dues
- IHRSA One Million Strong study¹⁶

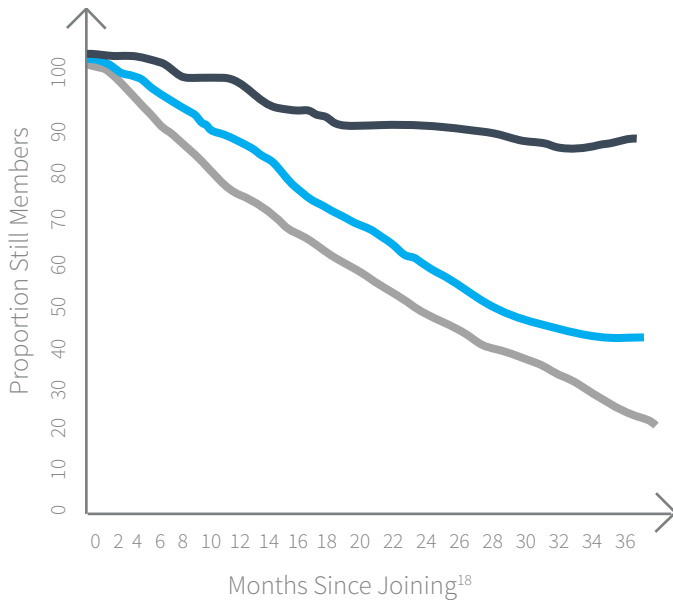
So keep your eye on the bull's-eye. Because as the IHRSA's One Million Strong study tells us, increasing your proportion of 45-plus members is one sure way to increase your facility's income.



MISTAKE #3

Fiscal Miscues

Fiscal Miscues

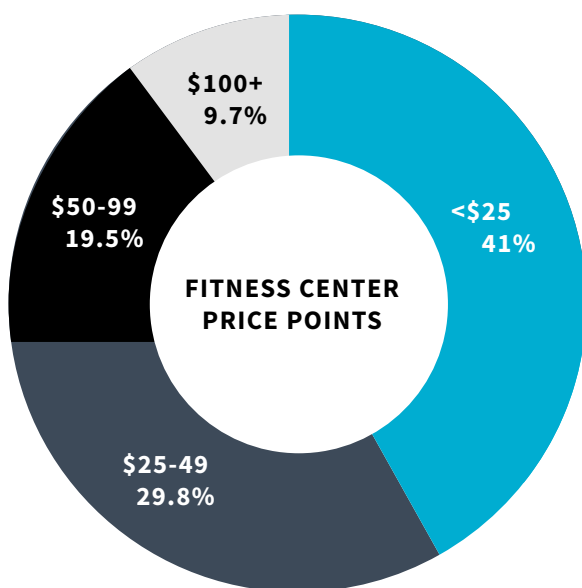


Short Term Contracts

Can create long-term retention headaches. Members on a 1-month minimum term are over **4 times likelier** to cancel than members on 12-month minimums.¹⁷



CHOOSE YOUR SLICE WISELY



A lowball rate structure

Can put your facility in a race to the bottom.

- Over 70% of U.S. facilities charge under \$50 a month.²⁰
- Yet 41.4% of their members earn \$100,000+ per year.²¹
- Those that belong to studios pay more than twice what fitness-only facilities typically charge.²²
- Surprisingly, facilities that charge the most enjoy the highest retention rates.²³

Why not take the high road?

Instead of competing on price, find ways to provide the kind of added value that justifies premium pricing²⁴:

EMPHASIZE PERSONAL INTERACTIONS:

(Think: competitions, leader boards, skills seminars, combined group goals-setting)

NURTURE A SENSE OF COMMUNITY:

Promote social areas, social clubs, member outings and group events; encourage member interactions through social media

IDENTIFY OPPORTUNITIES TO DELIVER SPECIALIZED EXPERIENCES:

Bootcamps and custom-tailored programming

Missing profit centers

Can mean lost revenues — and lower retention.

Non-dues revenues — from personal training to youth programming— account for **more than 30%** of an average fitness center's earnings.²⁵

A lack of such profit centers not only hurts your bottom line; it can also **reduce your retention rate**. The IHRSA points out that non-dues revenues are historically linked to higher retention. As the saying goes, "The more they pay, the longer they stay."²⁵

Make the most of your non-dues opportunities.

Have the following profit centers? Promote them. Don't have them yet? Consider adding some. Focus on the areas most likely to yield the highest profit margins in your market.

PROFIT CENTER	MARGIN*
SMALL GROUP TRAINING	40.0%
PERSONAL TRAINING	39.8%
SPA	29.7%
RACQUET	28.0%
PRO SHOP/RETAIL	25.6%
KIDS' PROGRAMS	14.1%
FOOD & BEVERAGE	13.5%
AQUATICS/POOL	13.0%



MISTAKE #4

Motive Mix-ups

4 Main Supers

1 FITNESS

2 SOCIAL

3 FUN

4 APPEARANCE

Want to try a little test to see how your members' motivation can affect retention?



SANDY

BEFORE

No special motivation.

AFTER

Made friends.



TINY

BEFORE

Loves pumping iron.

AFTER

But hasn't been enjoying it.



AMBER

BEFORE

Didn't expect better looks.

AFTER

Doesn't see any difference



VERONICA

BEFORE

Wanted to improve looks.

AFTER

Feels she's made progress



SHAWN

BEFORE

Didn't expect better looks.

AFTER

Pleasantly surprised.

Sandy turns out to be your surest retention bet. And the surprises don't stop there. Even though **Veronica** feels she's improved her looks, **Amber's** less likely to leave. That's just some of what TRP discovered in their landmark study about member motivation and retention.

4 Main Motives

1

FITNESS

2

APPEARANCE

3

SOCIAL

4

ENJOYMENT²⁶

The study surveyed 10,000 health and fitness members, and focused on four main types of motivation: fitness, appearance, social and enjoyment.

Now, you might naturally assume that most people belong to health clubs so they can get fitter or look better. But if your facility is geared to those two goals, chances are you've got the wrong motives for member retention.

Turns out that the motives that influence retention most are friendship and fun.

Make the most of your non-dues opportunities.

Have the following profit centers? Promote them. Don't have them yet? Consider adding some. Focus on the areas most likely to yield the highest profit margins in your market.

- Social goals trump fitness and appearance
- Perceived progress reduces risk
- Missed goals lead to max cancellations²⁷

1

Social motives such as making new friends are far more likely to improve retention than physical and appearance goals.

2

When members perceive that they're making progress, it reduces the risk of them cancelling.

3

Members who don't reach their main goals are most likely to cancel.



7 key action steps²⁷:

1. **Sell fun and friendliness** - So, how do you apply these learnings? For starters, focus your marketing messages on fun and friendliness.
2. **Present a structured journey** - At intake, present new members with a structured journey. You may even want to offer incentives for completing their journeys — like discounts on personal training or a month's free membership.
3. **Manage expectations** - Manage their expectations — make sure they know what's "normal" in terms of attendance, what classes are popular for members like them, and when your peak and quiet times are.
4. **Get to know their motives** - Encourage new members to attend a series of gym inductions. Use those opportunities to interview them, so you can identify their primary motives.
5. **Keep it realistic, enjoyable** - Then ease them into realistic, enjoyable workouts and programs.
6. **Lack of progress? Re-set expectations** - Most important, once members have started on their journey, hold frequent check-ins along the way — and if they're not seeing progress, help them re-set expectations.
7. **Create a real community** - Lastly, always strive to create the kind of environment where members can share common experiences and naturally make friends. When you do that, you transform your fitness center from just a building full of equipment to a real, living community.



MISTAKE #5

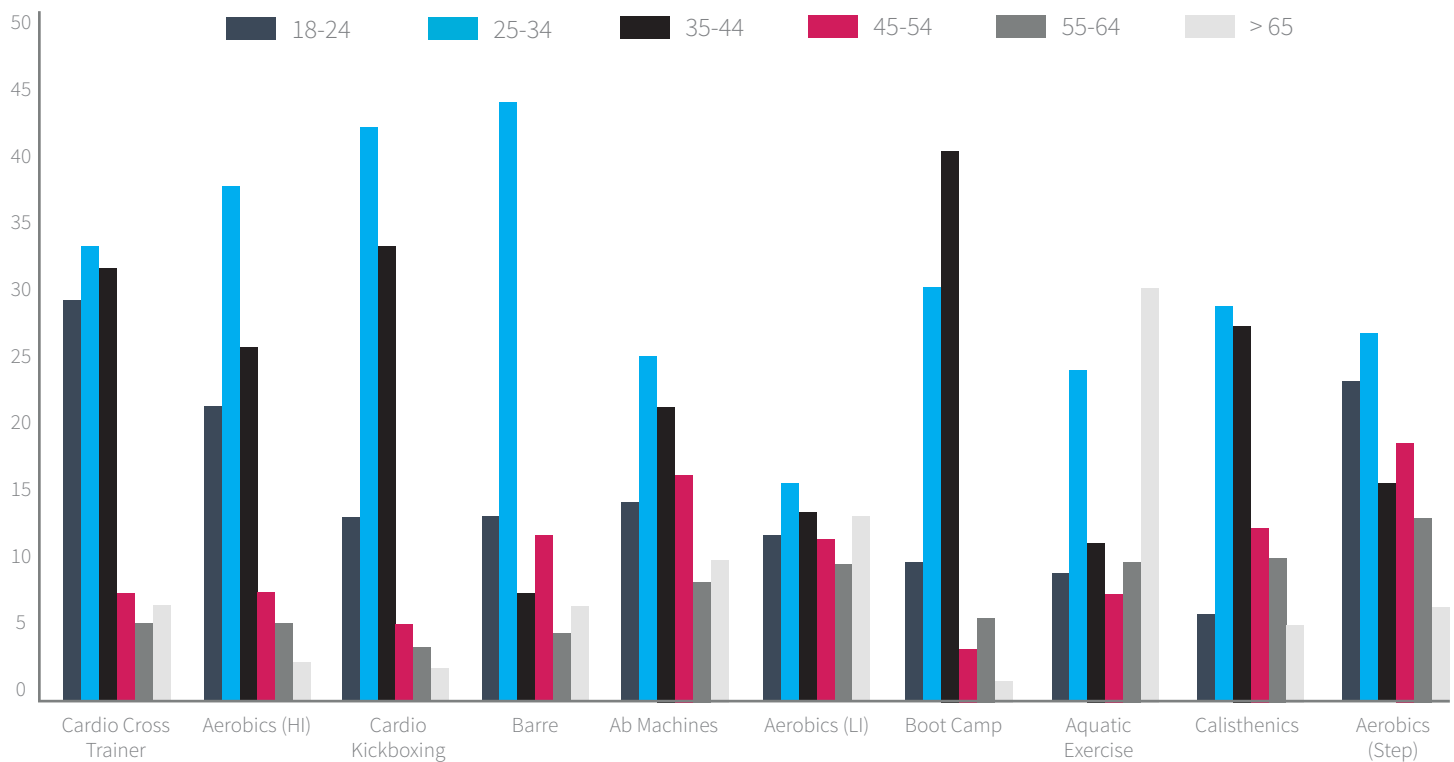
Mis-fitting

A Fitness Center for the Ages

There's no such thing as a one-size-fits-all solution for today's fitness audience. Because in fact, you're dealing with multiple audiences. And in figuring out how to appeal to all these audiences, you have to take into account the preferences of different age groups, genders and fitness levels. No question, it's a real puzzle. But like most puzzles, it gets simpler when you break it down into a set of smaller challenges.

So let's do that. Let's start by looking at how different age groups prefer to exercise, so you can get ideas on designing your fitness center for the ages. Drag the scrollbar from left to right to see the top three workout preferences for pre-Boomers, Boomers, GenXers and Millennials.

Physical Activity Preference by Age



SILENT GENERATION²⁸

Aquatic Exercise **29%**

Tai Chi **27%**

Stationary Cycling **14%**

MILLENNIALS²⁸

Group Cycling **55%**

Barre **54%**

Cardio Kickboxing **52%**

The differences are just as pronounced when it comes to men and women.

MEN WOULD RATHER BE²⁹

Playing Racquetball **70%**

Playing Squash **68%**

Doing Freeweights **67%**

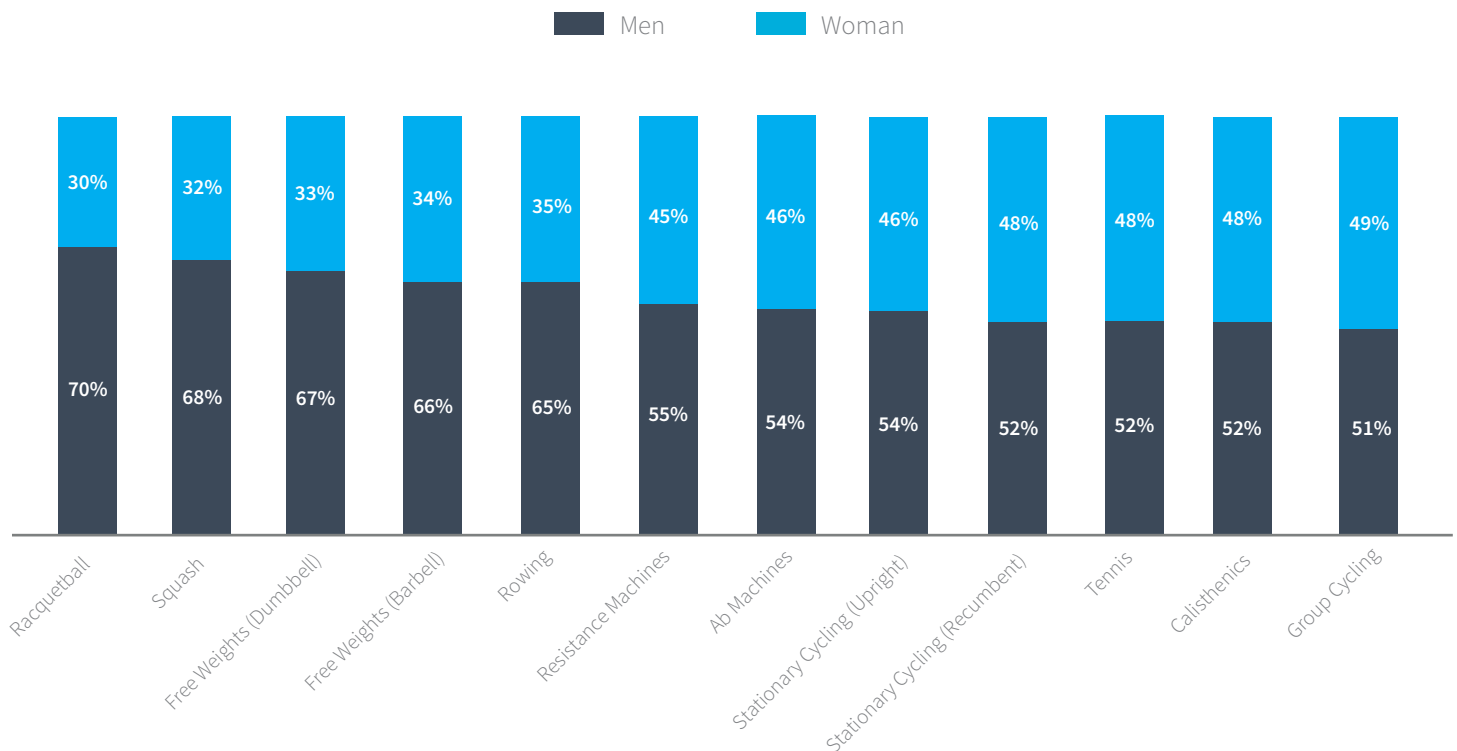
WOMEN WOULD RATHER BE²⁹

Group Cycling **49%**

Doing Calisthenics **48%**

Playing Tennis **48%**

Top Activities Pursued by Men in Comparison to Women in Health/Fitness Facilities 2013



And of course, one size definitely doesn't fit all when it comes to how fit your members are. You potentially have to cater to everyone from beginners to elite athletes. And unfortunately, sometimes the newbies want to work out like champions, which can really raise the risk of injury.

Health & Fitness

Adults (18+) who meet U.S. guidelines for aerobic activity



AEROBICS

Adults (18+) who meet U.S. guidelines for aerobic activity³⁰

AEROBIC & MUSCULAR

Adults (18+) who meet U.S. guidelines for aerobic and muscular activity³⁰

HEART

Americans who have cardiovascular disease³¹

CHOLESTEROL

Adults (18+) who have high cholesterol³²

OBESE

Adults (18+) who are obese³²

DIABETES

Adults (18+) who are diabetic or pre-diabetic³³

BLOOD PRESSURE

Adults (18+) who have high blood pressure or hypertension³⁴

Knowing all this, how do you make sure your fitness center is the right fit for your membership and market? Here are three lessons learned from owners and operators like you...

1

Identify your facility's core strengths and areas of opportunity.³⁵

Take a good hard look at your facility's core strengths and areas of opportunity. The best way to do this: Just ask. Conduct surveys of your members and your overall market. Find out exactly what your demographics are. Learn what really sets you apart in the eyes of your members. See how you stack up versus your competition. And pinpoint needs that only your facility meets — as well as needs that no one's meeting right now.

3

Don't try to be all things to all people.³⁷

Don't try to be all things to all people. Instead, take what you've learned about your membership and your market, and determine which audience naturally gravitates to your core strengths and signature experience. Then zero in on that target audience in everything that you do, from marketing messages to new equipment purchases.

2

Find your niche — and own it.³⁶

Find your niche — and own it. Determine a type of experience that: a) fits your fitness center's personality; b) that your team can deliver really well; c) that no one else offers; and d) that others can't easily copy. Be prepared to think outside the box. Your signature experience could be a stand-alone boutique, or a specialized experience within your facility that's tailored to one gender or age group. It could even be a service that's delivered separately from the rest of your fitness center.





MISTAKE #6

Missing the

Personal Training

Boat

Personal Training

A lot of factors can contribute to strong member retention...

FRIENDS

Like making new friends.

PROGRESS

Making progress towards goals

FREQUENCY

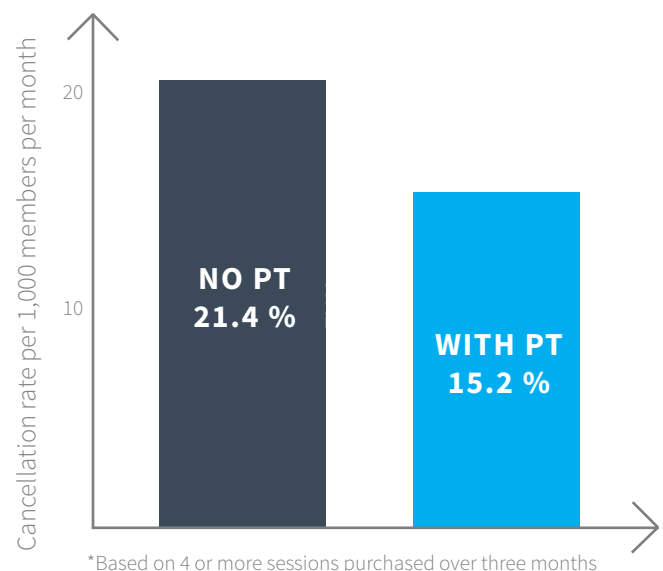
Visit frequency

UPLIFTS

Feeling healthier, happier fitter
and more energetic

Well, there's one sparkplug in the world of fitness that fires up all those factors.... Personal Training.

PERCENT OF CANCELLATIONS PER MONTH DUE TO FREQUENT HASSLES³⁸



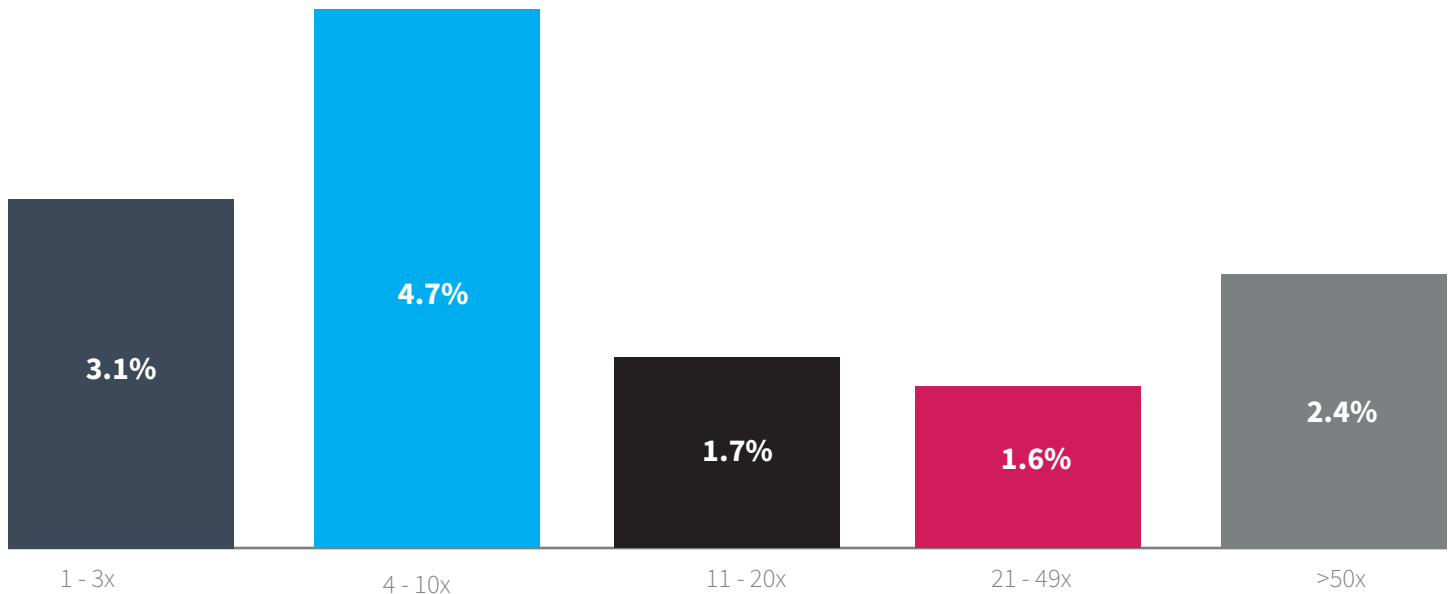
Can personal training prevent cancellations?

IT'S A PROVEN FACT

Regular PT is associated with a 30 percent reduction in the risk of cancelling. And it's estimated that if you could just get all your members to buy four or more PT sessions in a 12-week period, **29 percent of cancellations would be avoided.**³⁸

PT's untapped potential

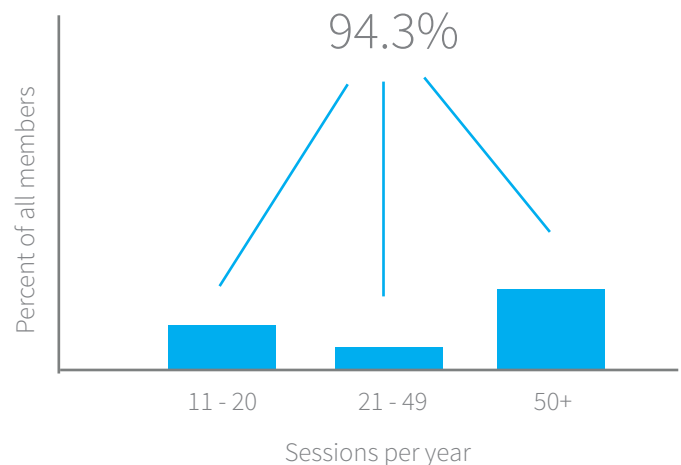
Overall % of Health/Fitness Facility Members Who Engage in Personal Training based on Frequency of Personal Training Usage³⁹



Those are impressive statistics. But here's the real shocker:

According to the IHRSA, only 5.7 percent of all health and fitness facility members engage in more than 10 personal training sessions per year.

PT's untapped potential³⁹



The question is, how do you make the most of it? Well, the challenge is to persuade a much higher percentage of your members to make a habit of PT. And in every industry from food to pharmaceuticals, one classic strategy for moving consumers from bystanders to habitual users is trial marketing. It involves four essential steps.

1

Raise visibility

Raise visibility for personal training within your fitness center. Don't just rely on a counter card or a flyer. Use all your marketing tactics. Think: signage, email, social media, PT-focused events and one-on-one encouragement from your staff.⁴⁰

HOW TO RAISE VISIBILITY:

- Signage
- Email
- Social Media
- Events
- Staff

3

Target opinion leaders

Target and woo your fitness center's opinion leaders. You might already know them. They're the members everyone else gravitates to, the ones who always seem to be "in the know." Chances are they also have the biggest social media followings. Another way to identify your facility's key influencers: a sociometric survey. This can be as simple as asking every member who they go to for advice. Tabulate the results, and you'll know who your opinion leaders are. Then all you have to do is approach them with an irresistible offer to get involved in PT, and let their influence work its magic on other members.⁴²

2

Design your trial offer

Design the right trial offer for your membership. Here you'll need to rely on your insights into what works best for your fitness center. Maybe all it will take is a free sample session up front. Or perhaps you'll choose to structure a 12-week trial offer with discounts and incentives along the way, so participants will be encouraged to keep coming until PT becomes a permanent habit. Why 12 weeks? As we said just a little while ago, if you can get them to sign up for twelve weeks, you can potentially reduce membership cancellations by 29 percent.⁴¹

4

Create Converts

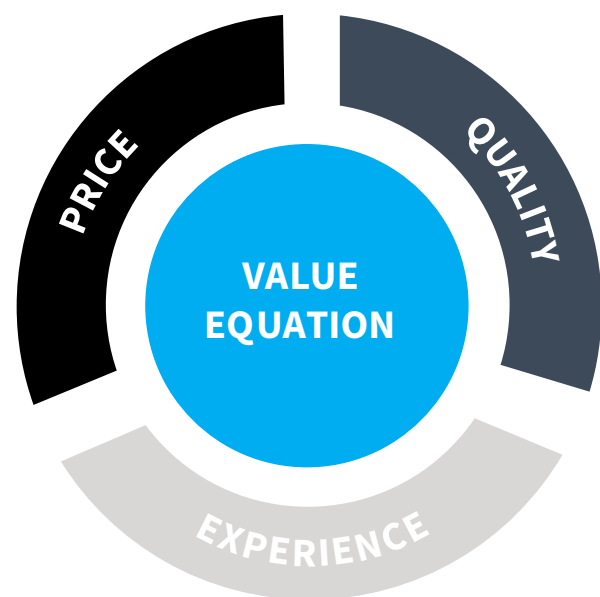
Remember, getting members to try PT is only the beginning. The most important step of all is keeping them on track and converting them into permanent PT consumers. That's why it's vital to keep sessions high quality and to continuously manage member expectations. Here's a not-so-fun-fact: members who sign up for PT and quit after one to three sessions are even more likely to cancel their memberships than people who don't try PT at all.⁴³

PT's untapped potential

One last challenge to consider with personal training is that age-old stumbling block, money. After all, a traditional, one-on-one PT session costs more than \$50 an hour on average. But lately, new, more affordable styles of personal training have emerged, including small group sessions. Overall, small group prices average under \$30 per hour, and nearly two-thirds of all small-group PT participants pay less than \$25 an hour. That price point could really lower the barrier to entry for PT prospects. In fact, 63% of members are willing to pay under \$25 per small group training session.⁴⁴



Whatever price you put on PT, the most important thing is to make sure the quality of the sessions and the member's experience are in line with the cost. When they perceive a positive value equation, you have your best chance of turning them into persistent PT consumers.⁴⁵





MISTAKE #7

Equipment Errors

Double Trouble:

Investing in new equipment? Beware of two potential trip-ups.

OMG! Millennial Invasion!

READY OR NOT, HERE THEY COME.

One of history's largest generations is about to descend on the world's fitness centers — and it's doubtful if many facilities are prepared.

Learn what you need to know about Millennials, their exercise preferences and their equipment expectations, so you don't get caught with your skinny jeans down.⁴⁶

“

I'm all for fitness...
but I can't even!

Go-Go Gadget

- Most tech-savvy generation ever⁴⁷
- .5X more likely to be early adopters⁴⁸
- 65% say it's important to track progress⁴⁹

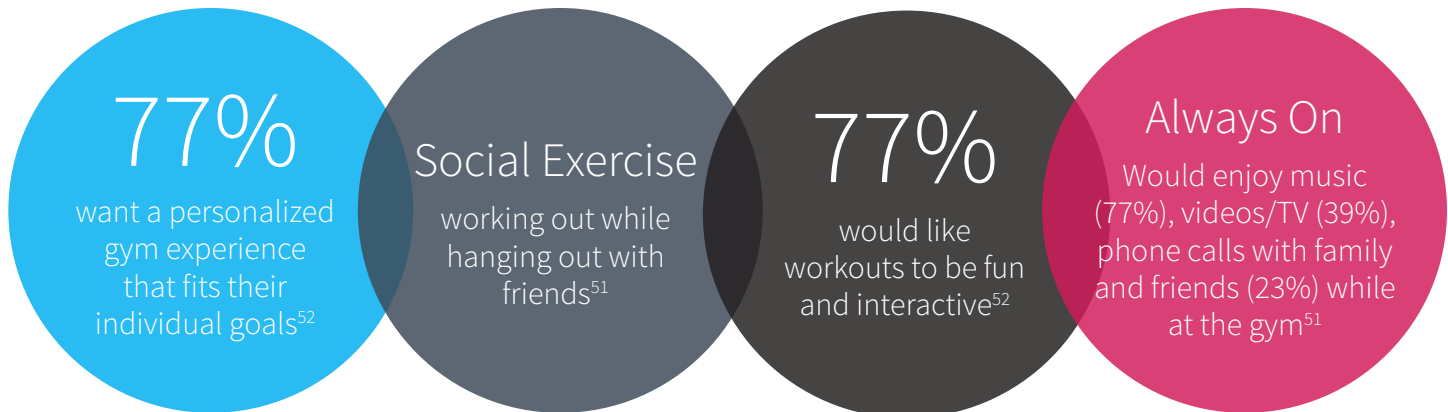
Caution: Encouraging Millennials to use fitness tracking could backfire on you. Research shows that members who track their physical activity have a 25% higher risk of cancelling than non-tracking members.⁵⁰

- Big believers in physical health (75%)⁴⁹
- Stressed out about body image (69%)⁴⁹
- BUT too busy to exercise more (50%)⁴⁹

WHAT THIS MEANS FOR YOU:

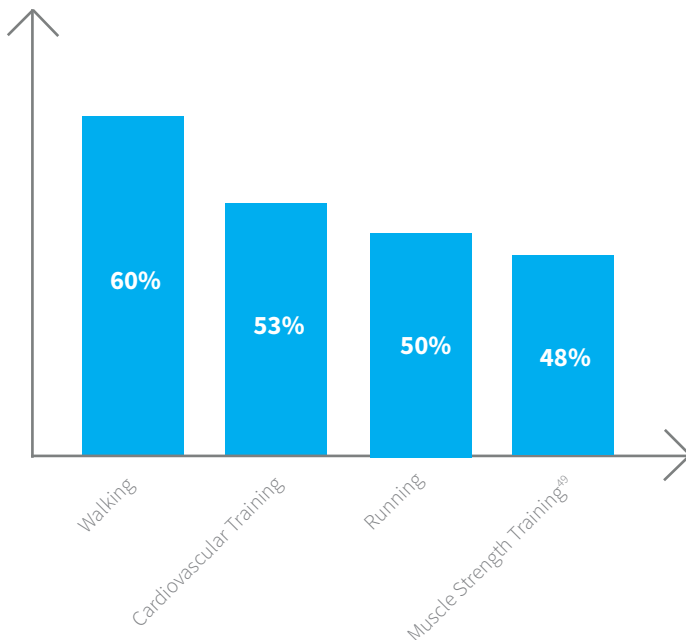
They're looking for short, sharp sessions that fit their time-strapped lifestyles.⁵¹

The Selfie Generation

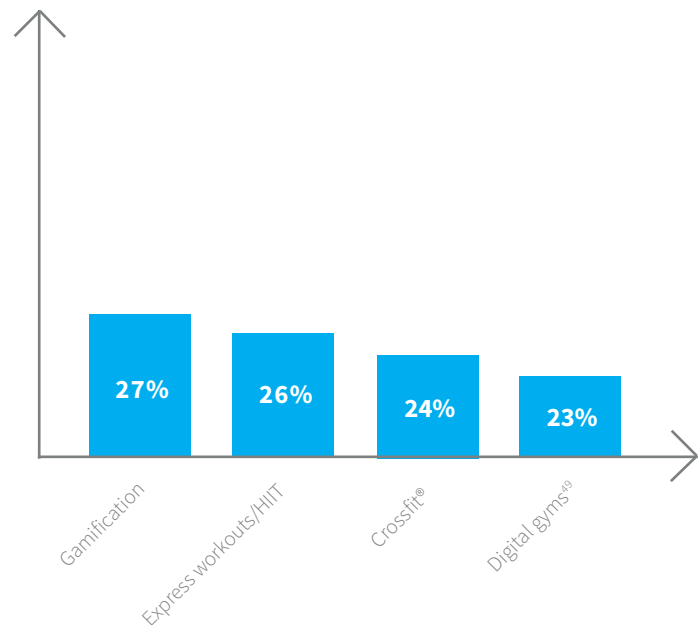


Favorite Exercises, Retro and Trending

POPULAR TYPES OF EXERCISE INCLUDE:



EMERGING TRENDS AMONG MILLENNIALS:



Gearing up for Millennials

Equipment Trends: In or Out

HOW WELL DO YOU KNOW THE INS AND OUTS OF FITNESS EQUIPMENT?

You already know it's one of your biggest line items — median spending on fitness equipment is more than \$40,000 a year.⁵⁴ But do you know which gear is in, and which is fading out?

The 2015 International Fitness Industry Trend Report ranks equipment on level of adoption and absolute rate of growth to identify what's:

Growing: Higher growth/higher absorption

Emerging: Higher growth/lower absorption

Niche: Lower growth/lower absorption

Declining: Lower growth/higher absorption⁵⁵

THE REPORT SAYS⁵⁵:

Growing: Functional fitness

Treadmill

Elliptical trainer

Emerging: Cross trainer/AMT

Niche: Upper body ergometer

Selectorized resistance

Climbing wall

Pilates equipment

Declining: Recumbent bike

THEIR TOP 10 EQUIPMENT CHOICES⁵³

- 1 Group cycle
- 2 Barre
- 3 High Intensity Aerobics
- 4 Cardio Kickboxing
- 5 Cardio Cross Training
- 6 Step Aerobics
- 7 Stairclimber
- 8 Yoga
- 9 Pilates
- 10 Rowing



MISTAKE #8

Lackluster Workouts

Lackluster Workouts

When getting fit stops being a leisure activity and turns into a chore, it can really increase the risk of cancellations. That's because two of the biggest reasons members stay members are for fun and camaraderie.

Ideal Fitness Experience

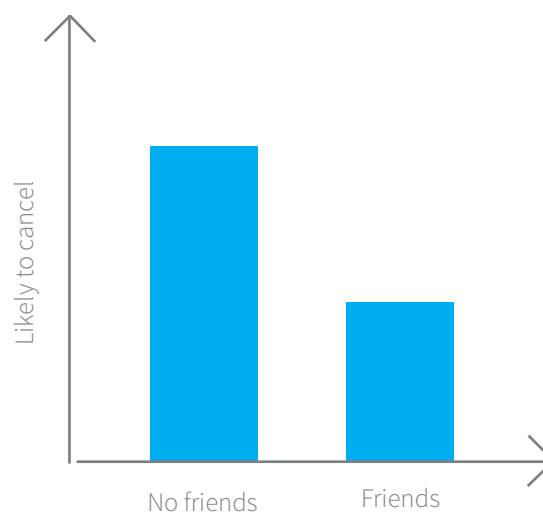
31%
Fun

23%
Calm/Relaxing

23%
Convenient

When exercisers were asked to describe the ideal fitness experience, the Number One attribute they mentioned was **fun**.

As for friendship, members who report making a friend at their fitness center are **40% less likely** to cancel.⁵⁶



So, what can you do to help members connect, socialize and have more fun?
Here are a few suggestions.

1

Focus your marketing on fun and friendliness.

Focus your marketing strategy on fun and friendliness, instead of appearance and exercise enjoyment. And make your marketing messages reflect the fun. Think: slim-down challenges, Bring a Friend Free promotions, juice bar giveaways in exchange for social media posts.⁵⁷

3

Help your members socialize

Establish a buddy system, so veteran members can help show new ones the ropes. Organize social clubs around special interests within your membership: runner's clubs, bike clubs, cooking clubs, you name it. You can even plan outings that your staff and members can go on — like white water rafting, camping trips or even a karaoke night.⁵⁹

2

Make hitting the gym more rewarding.

Make hitting the gym more rewarding. Ever hear of gamification? It's means rewarding consumers when they take desired actions. It's the idea behind airline miles, hotel points and lots of other loyalty programs. The technology is ready now to help you reward your members every time they visit your facility, take a class, sign up for personal training or buy an energy bar.⁵⁸

4

Celebrate diversity in exercise preferences.

Celebrate diversity in exercise preferences among your key member segments. Then create customized offerings that will delight them. Go ahead, think outside the box. Imagine stand-alone boutiques, niche centers within your facility, even separately delivered offerings. Make the fitness center fit your members, and you'll win their long-term loyalty.⁶⁰



MISTAKE #9

Group Neglect

Group Power, by the Numbers

When getting fit stops being a leisure activity and turns into a chore, it can really increase the risk of cancellations. That's because two of the biggest reasons members stay members are for fun and camaraderie.

Loyalty		Attendance		Attendance	
Who's more likely to keep their membership? ⁶²		Who's more likely to visit five times a week? ⁶³		Who's more likely to refer friends and family? ⁶⁴	
GROUP	GYM ONLY	GROUP	GYM ONLY	GROUP	GYM ONLY
88%	82%	45%	34%	84%	76%

Yet, new members are 87% less likely to try group exercise⁶¹

How can you get more members (especially new members) to take group classes?

1

Welcome new members with a group taster.⁶⁵

Make a free or discounted trial class a standard part of your onboarding practices.

2

Make groups a cornerstone of each structured journey.⁶⁵

At intake, present group participation as the norm for members.



3

Reward them for attending

It's an economic fact of life: people respond to incentives. Consider rewards like a class t-shirt or free day passes⁶⁵

5

Keep your group fitness menu relevant.⁶⁵

Review it frequently to make sure it includes classes that appeal to new members and all your key member segments.

4

Be newbie-friendly

Group sessions can look intimidating to the uninitiated. Make sure newcomers feel welcome and quickly gain a base level of competence⁶⁶



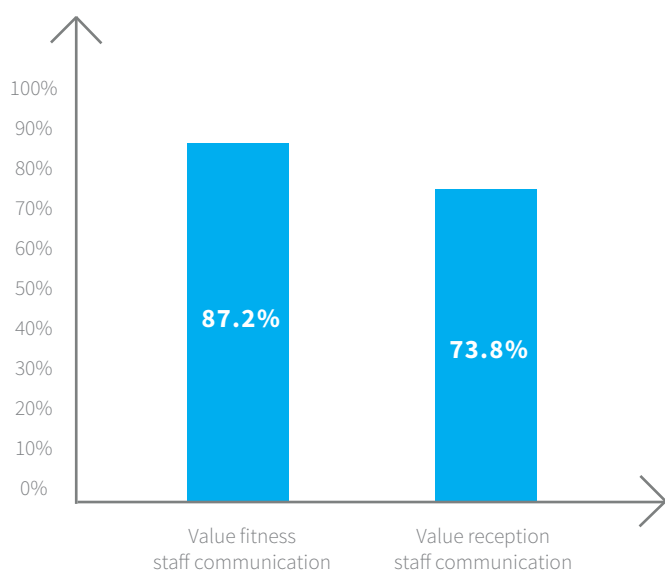
MISTAKE #10

Impersonal Skills

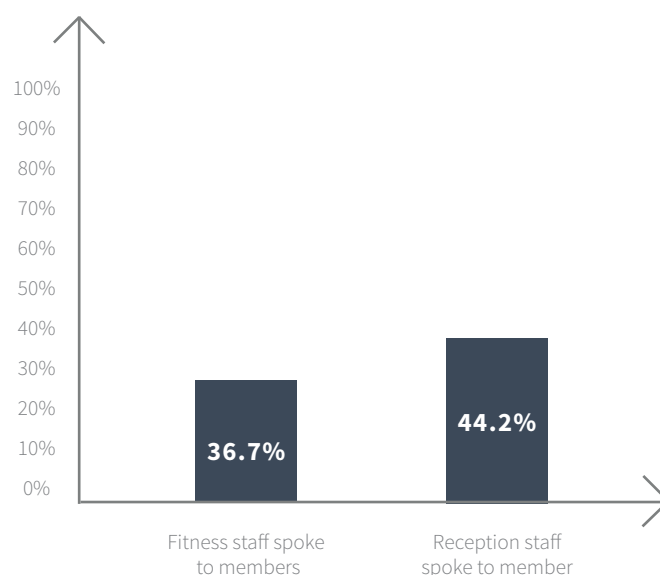
Impersonal Skills

If there's one thing I hope you'll take away from this e-book, it's the importance of communication. Let me share some facts and figures to show you how vital it is to a fitness center's success — and how often fitness centers fail to deliver on the simple yet essential act of interacting with their members. The vast majority of members like it when the staff speaks with them. Yet in a recent study, less than half of members reported that staff spoke to them during their last visit.

VALUE OF COMMUNICATION⁶⁷

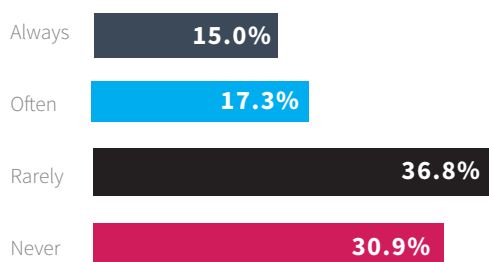


STAFF WHO COMMUNICATED⁶⁷

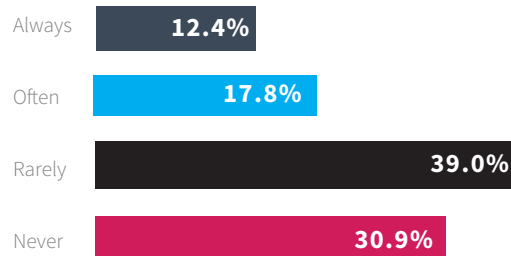


Frequency of Fitness Staff Interactions⁶⁸

MILLENNIAL



NOVICE



But wait, it gets worse...

The members who are getting the least staff interaction are the ones who are most likely to cancel — 16-to-24-year-olds and new members. This failure to communicate can start the moment members enter your fitness center — at the reception desk. Overall, 22% of members say reception staff always speaks to them...
...but 35% say they're never spoken to.⁶⁹

Frequency of reception staff interactions

And who's least likely to be spoken to by reception? You guessed it: young and new members. That can be a killer for retention. Because members who are never spoken to are nearly three times more likely to cancel their memberships than those who are always spoken to.⁶⁹

WITHOUT INTERACTION

30 of 1,000 cancel

WITH INTERACTION

15 of 1,000 cancel

One of the biggest problems with a failure to communicate is that it seems to be linked to members' sense that they aren't making progress. And that can lead to cancellations. Members who report low progress and who are never spoken to by fitness staff are twice as likely to cancel as members who report lower progress but who are always spoken to by fitness staff.

The high cost of standoff-ish staff

They say talk is cheap. Well, when it comes to your bottom line, not talking is super-expensive. Let's suppose a thousand men and a thousand women join your fitness center on January 1, and each group generates \$80,000 worth of income their first month. Your staff never talks to the guys, but always talks to the women. In the next eight months, here's how much income will go flying out the window.

Let's not let that happen to you. There are lots of common-sense things you can do to encourage interaction and improve retention, without putting yourself or your staff through all kinds of contortions.⁷⁰

THE SLIPPERY SLOPE OF DISSATISFACTION⁷¹

1 - 4%

of consumers lodge a complaint with management

4 - 30%

complain once, usually to front-line staff

70 - 96%

never complain but are at least 20% less loyal

Multiplied times three:

Never-complainers go on to disparage your business to a median of three people

“And they stayed members happily ever after.”

Zero in on the goal of interacting with all members, on every visit. This is a must for fitness and reception staff in particular, but every staff member should aim for more interaction.

Let Cybex help you make this retention success story come true.
We can provide you with:

- In-depth information on what you've seen in this e-book
- Access to our vast library of member engagement tools
- On-site consultation with a Cybex Sales Professional

Just contact us at [+1.774.324.8000](tel:+17743248000) or at sales@cybexintl.com.

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