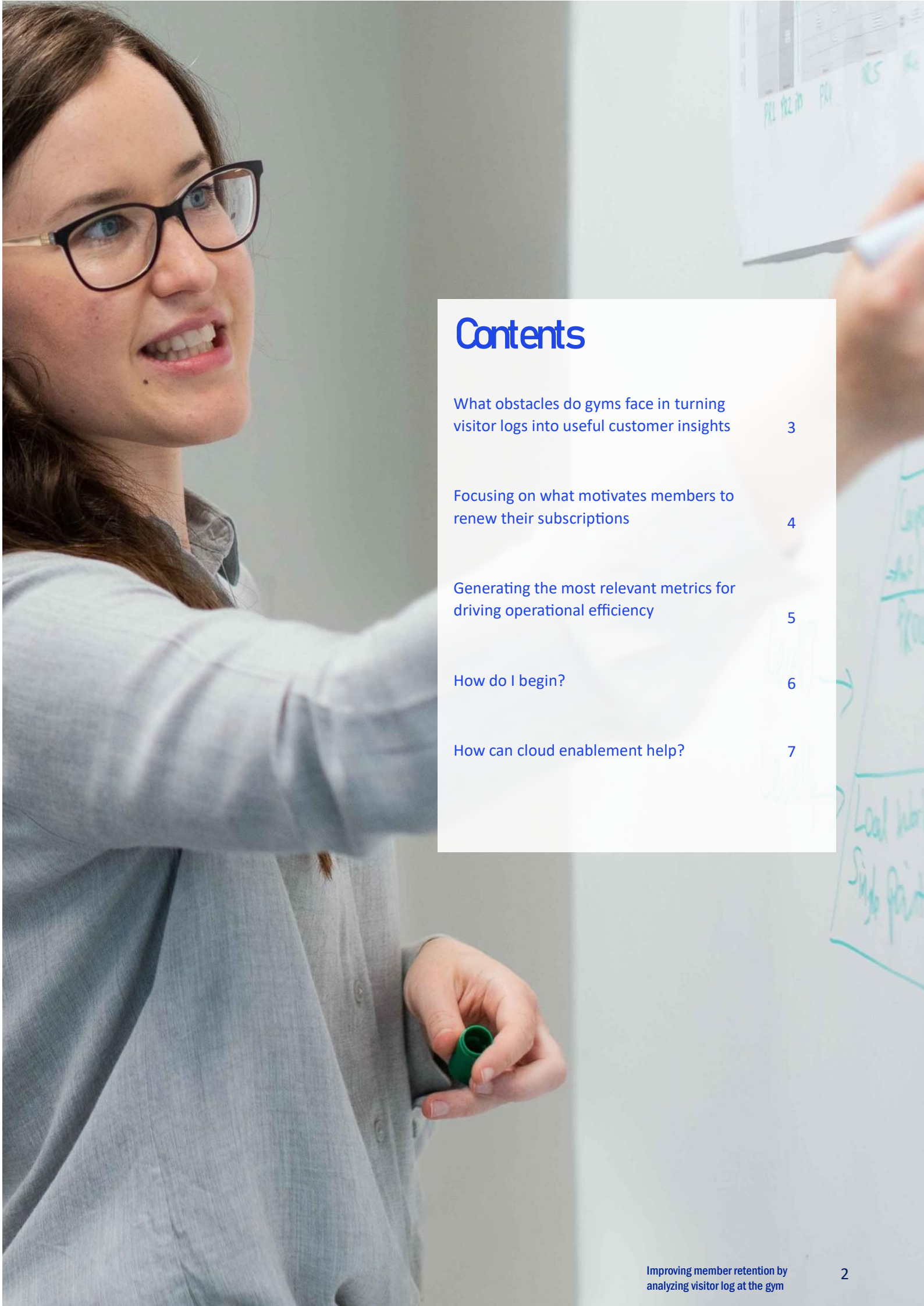


Improving member retention by analyzing visitor log at the gym

A data-driven approach for modern gyms

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What obstacles do gyms face in turning visitor logs into useful customer insights

A gym's visitor log records the time and date of each member's visit. For a number of reasons, current systems do not enable the gym management to fully utilize these details to effectively direct the operations.

Paper Based: Some gyms would rather use a register on paper, where members would write their information for check-in and check-out. Seldom is data collected in this format examined, because no software is linked to it for the purpose of calculating or aggregating metrics.

Data Silos: To record visitor information, many gyms now use swipe cards or smartphone apps. They have some advantages over paper-based methods, but they

fall well short in producing a number of crucial metrics. Because the unprocessed data that these systems gather is stored in silos and does not produce insights at the client level.

Poor Quality: Whether it is in electronic or paper form, the visitor log is frequently lacking. People may mention inaccurate dates, tailgate, or neglect to sign the log book. Other causes could include malfunctioning devices or power outages. This results in errors and gaps in the data. Low-quality data is unsuitable for producing insights for strategic decision-making.

Gyms would need to overcome these obstacles and maximise the availability of high quality data for analytics.

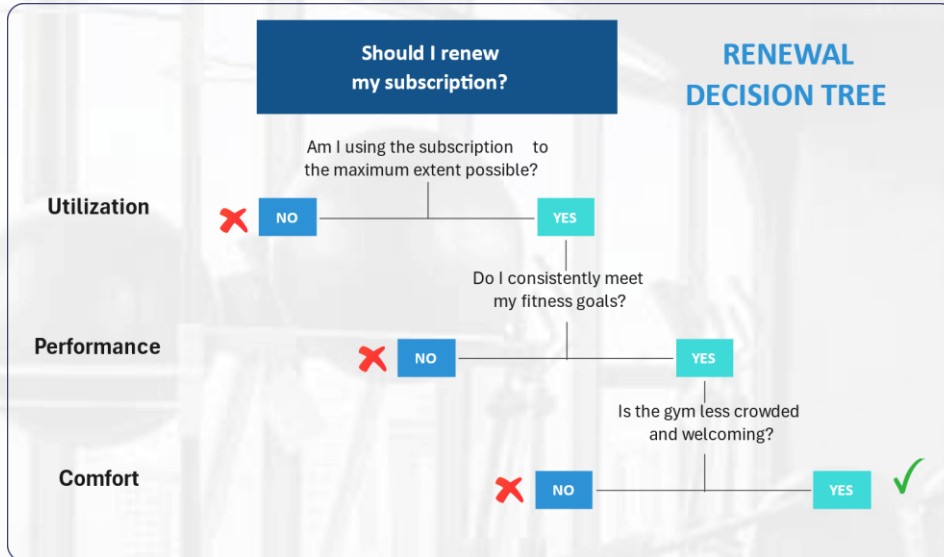




Focusing on what motivates members to renew their subscriptions

As long as customers perceive value in the business, they will continue to renew their subscriptions. When they notice that the returns are diminishing they discontinue.

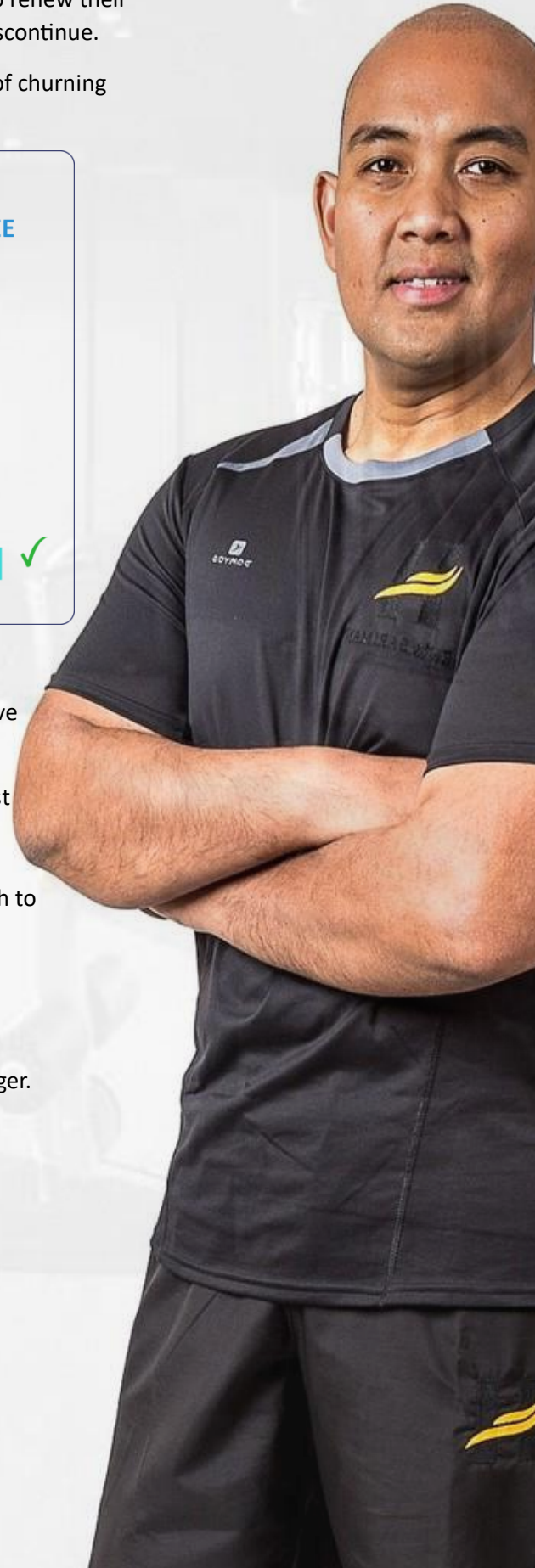
By closely monitoring this value chain, the gyms can identify early signs of churning and take preventive action proactively.



As depicted above, the top three value factors from member's perspective are:

- Am I using the subscription to the maximum extent possible? at least 80 percent or above.
- Do I consistently meet my goals? fitness plan effectiveness.
- Is the gym too crowded and unwelcoming, or is it welcoming enough to stay for a while?

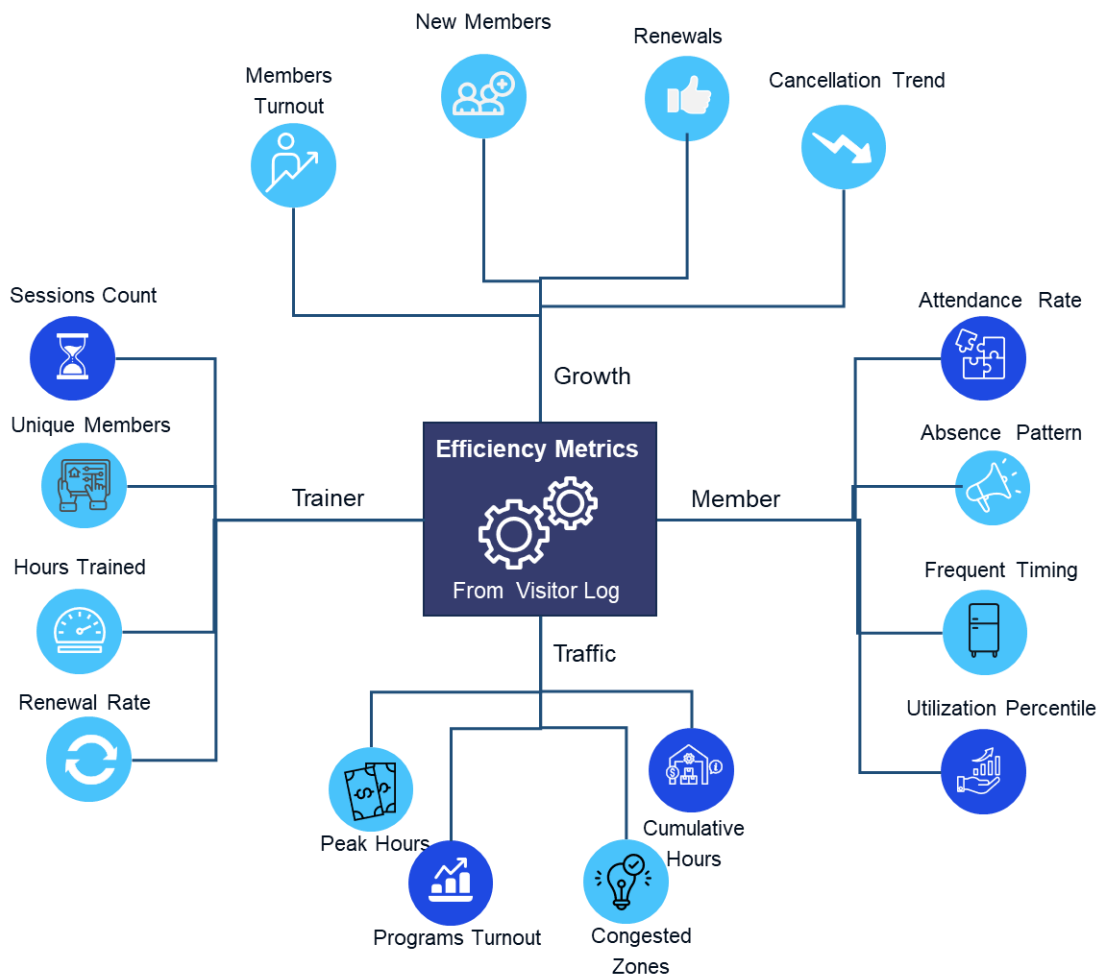
Carefully examine the members attendance pattern and determine the answers to these queries. When the members consistently receive value and attention, they become more loyal to the gym and stay with you longer.





Determining the attendance related metrics to drive operational efficiency

First define the metrics to gauge the members' experience from their attendance patterns and then numerically evaluate their individual motivation levels. Combine these numbers to show the gym's overall performance and calculate the churning risk.



By grouping the members based on the steps the gym must take to get them to renew their membership, you can increase the reach and effectiveness of your acts. Using a data-driven approach increases the efficiency of your gym operations and improves the member retention rate.

IV

How do I begin?

01 Digitize manual registers

- Convert paper-based visitor logs / attendance sheets into digital files.
- Digital files of any format that are simple to read and modify on a computer screen, such as Excel spreadsheets.
- Perform this translation everyday to maintain the most recent versions of your digital assets.

02 Transform and enrich visitor logs

- Put controls in place to reduce data gaps and have the missing information filled in automatically.
- Construct a comprehensive attendance dataset by integrating all of your visitor records over a period of time.

03 Enable Analytics Framework

- Specify which metrics will help you better track your progress toward your member retention goals.
- Create an analytics framework that uses visitor logs to calculate these metrics.
- Determine the patterns and trends in the attendance and highlight the opportunities and risks.

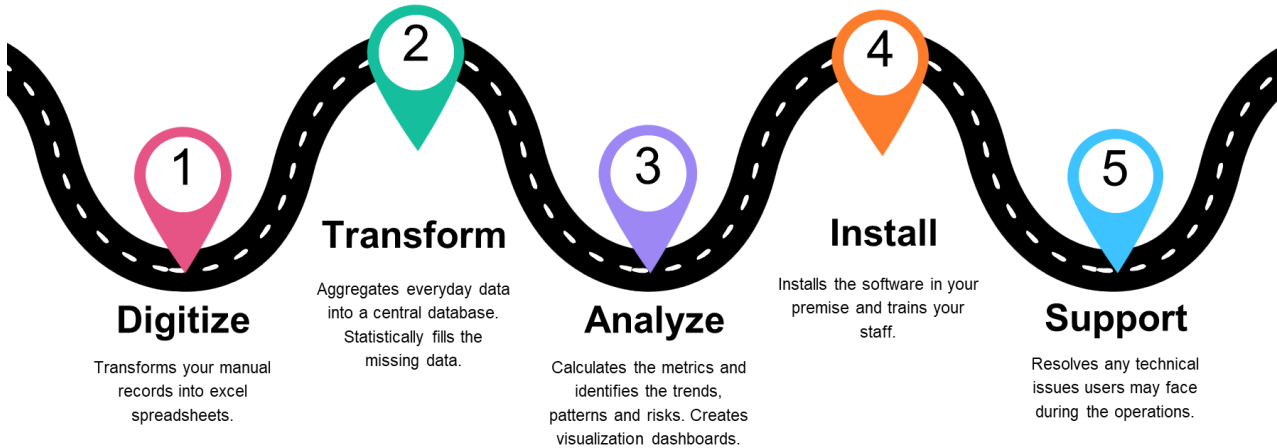
04 Drive the corrective actions

- Group the members as per their points of motivation or concerns.
- Address them with target campaigning.
- With personalized attention, motivate the members to renew their subscription.



How can Cropflow help?

Cropflow provides a range of tools and accelerators to simplify this journey for you. Our dedicated team helps you at every stage of this transformation.



Our services and apps are affordable and flexible. You can select the ones that best suit your needs and budget. The following table shows the top three apps from our technology portfolio, and how they support your business.

Digitization Utility



You place the pictures of your manual records in a storage drive, and this utility converts them into an excel sheets.

It reads new records from your operations everyday and unifies them into a comprehensive file.

Customized ETL Tool



Every gym has their own format of visitor logs. This tool makes the ETL (extract-transform-load) process tailored for your data format.

It highlights the data gaps and discrepancies. It automatically fills the missing values with most suitable statistical calculations.

Analytics Framework



Our development team collects the metrics definitions from you.

And builds an analytics framework specifically for your business.

Comprising of visual dashboards, infographics and informative tables this framework enables you to monitor the customer risks more effectively.

Installation & Support

Our team of dedicated engineers install the selected tools at your premise. You can chose to install the apps on a computer at your office. Or you can opt to install them at a virtual machine on cloud.

After successful installation, our team trains your staff on the product usage. Further, our team provides technical support to resolve any issues you may face while using the apps during the warranty period.

Cropflow helps the fitness centers from inception to top maturity levels, with scalable data-driven analytics.

Meet the author



Cropflow Business Technologies

A dedicated team of data engineers to create custom workflows for your organization.

office@cropflow.ai