Case Study

NICE · Satmetrix

ANYTIME FITNESS

CUSTOMER PROFILE:

Health and Fitness

WEBSITE:

www.anytimefitness.com

LOCATIONS:

Global

BUSINESS NEEDS:

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

NICE SOLUTIONS:

NICE Satmetrix

THE IMPACT:

- All 4000+ clubs have adopted NPS methodology
- 500-600 clubs annually meet threshold of 60 NPS® or higher
- Franchises and club owners have access to dashboards and reports to identify areas of focus and take action to improve members experience

Scaling a CX Program for over 2000 Franchises

About Anytime Fitness:

Anytime Fitness is a global franchisor in health and fitness, with 2,300 clubs and nearly 2 million members. Ranked #1 on Entrepreneur's prestigious Top Global Franchise list, they are the fastest growing franchise in the world. Open 24 hours a day, 365 days a year, Anytime Fitness prides itself on providing its members with convenient fitness options and friendly, personal service in well-maintained facilities which feature top-quality exercise equipment. All franchised gyms are individually owned and operated. Members join one gym and have access to all.

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. The typical member attrition rate for health clubs and gyms is 50%. In a complex market crowded with competition—from other clubs, personal trainers, a variety of specialized exercise programs, and home fitness solutions—Anytime Fitness needed to better understand what matters most to their members so that the clubs could offer services that members truly value.

"It helped gain the confidence of club owners that NICE 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.

Solution
Why NICE Satmetrix

Anytime Fitness needed an easy-to-use software solution from a partner with customer experience expertise. They chose the NICE Satmetrix Net Promoter Score® (NPS®) program, which was enthusiastically embraced by many of their franchise owners who were familiar with the methodology. After a successful pilot in 25 clubs, the NICE Satmetrix system was rolled out to all U.S.-based clubs with plans to roll the program globally. Owners are now able to see their own NPS®, which they can compare to the aggregate brand NPS®. They can use this data to benchmark their performance against other clubs in the region, and to see how they compare to other franchises on the companywide leader board. NICE Satmetrix's software is integrated with the Anytime Fitness intranet, allowing for single sign on so there is no barrier to viewing and using the feedback. Anytime Fitness also intends to recognize strong performers on a regular basis. These enhancements are stimulating 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."

NICE·Satmetrix

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. "NICE 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. "NICE Satmetrix has buffers to protect against over-surveying. Members who come every day are surveyed at most every 90 days."

Alerts For Action

NICE 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. "NICE 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. "NICE 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."

"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 NICE Satmetrix.

– Greg Meyer, Director of Market Research, Anytime Fitness

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