

Work Flows

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New Member Retention

KEY MESSAGES

- We value YOU and want you to enjoy your experience
- Don't be nervous – we are here to assist you
- Here's everything you need to know

GOALS

- Increase second visits from 45% to 75% by creating a workflow starting before the member's first class
- Transitioning them into an "intro offer" for reduced-cost visits.

First-time Member Retention Workflow

Text

Customer Service

Action Trigger

Notifications

Start

Emma signs up for a Pilates class through the booking app

Customer Service Alert:
Front desk gets an automated flag when new member signs up for a class

Yes

Emma attends and completes the first class

Customer service alert: 24 hours after the completion of the first class

"You did it!. Let's take your fitness journey to the next level and build lasting habits! Check your email inbox to get the pictures we clicked of you during your first visit & for other offers xoxo, Boutique Fitness Studio."

SMS Notification

Response

Email: (Survey & Intro-offer link)

Response

Emma uses the intro-offer and signs up for three classes for reduced price

Customer service alert: Emma signs up

Emma attends the three classes and upgrades to monthly memberships or class packs.

Exit Workflow & enter the one with active members

Send Push: SMS Confirmation

"Hey Emma! Thanks for booking with us! Your class for "date" has been confirmed. Please check your email for more details. We can't wait to see you. Don't forget your grippy socks!"

Send Email (Pilates 101 Info)

"Check out our "What to Expect" section on the website for what to bring to class and more helpful information"

- 30 second reel video: How the reformer machine works
- Prompt personalized name: "Hi Emma, welcome to Boutique Fitness Studio"
- During your first class, we take photos of you in the studio and with our staff. These pictures will be sent to you via email as a keepsake after you complete your session. You have the option to opt out as well.

Delay: Push Notification Reminder 1 hour before class

"Coming up! Emma's first Pilates class! I hope you are as excited as we are! Your class starts soon. Don't be nervous! Our staff will be here to assist you with anything you need."

No

Emma Misses her class

Exits Workflow and enters Win-back campaign

No response

Exits Workflow and enters the Win-back campaign

No response

Customer service alert: Emma doesn't book a class within three days of the first class

Follow-up SMS

"Don't forget to miss out on our intro offer of 3-class pass at reduced cost." (link)

Yes

Completed, exit Workflow

Follow-up Email

"We loved having you! Here's the link to book your next class using your intro offer before it expires!"

No

Customer service alert: 4 hours before the offer expires

Reminder SMS & Email

Hurry! You only have 4 hours before our exclusive 3-day pass prices run out!

No

Offer expires

Exits workflow and enters win-back campaign

Win-back Campaign

KEY MESSAGES

- Our boutique family misses you and we care for your health
- Start to feel like you again physically and mentally
- You aren't alone, we all take breaks
- We have flexible options

GOALS

To re-engage members who paused their membership over the summer and haven't returned since.

Win-back Campaign Workflow

Text

Customer Service

Action Trigger

Notifications

Start

Customer Service Alert: A member has been inactive for six months

Hey Sarah, It's _____ (Favourite Instructors Name) I hope summer was fun but we miss you! Let's get you back feeling like your best self. Get back on that machine today girl! Reply "yes" to receive an email of upcoming classes YOU could be a part of!.

SMS

No response

Customer Service alert: no response for 3 days

Responds

Email

"We knew you missed us too! Follow this link to the app to book. See you soon bestie."

Signs up

Completed, exit workflow

SMS

No response within 4 weeks

Customer Service Alert: Sarah doesn't sign up within 4 weeks

Hey Sarah, still thinking it over? We totally get it – coming back can feel a little intimidating, but remember, everyone's been there. If you sign up now, we'll give you 20% off 3 classes to ease you back in. The offer expires in 4 weeks. Click this link to jump back in – we'd love to see you back with us!"

Signs up

Completed, exit workflow

Follow-up SMS

"We understand you might be busy and nervous about getting back. To make things easier, we're offering you a WEEK of free classes including TWO free passes for a friend who can accompany you!" (link)

Follow-up Email

"Hey Sarah, we want you to know that you're always welcome back, and we'd love to see you reconnect with the studio. To make it easier, we're offering you a FREE week of classes to help you ease back in, including TWO free passes for a friend who can accompany you and flexible timings. No pressure, just a chance to get back into the flow at your own pace. You've got a place here, and we can't wait to have you back with us!" (link)

Yes

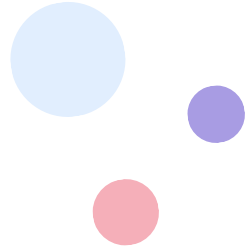
Signs up

Completed, exit Workflow

No response/offer expires

Customer service alert: **no response for 3 weeks**

Work flow restarts in 6 months time



**THANKS
FOR
LISTENING**