

Earning Its Place as “The People’s Gym” and Revolutionizing the Industry



A LISTEN360 CUSTOMER STORY

THE CHALLENGE

Since opening the doors of the first Xercise4Less gym in 2009, the company has worked to revolutionize the fitness industry. Offering all the features of full-service health clubs—professional staff, spacious and well-outfitted facilities, generous class schedules—at rates that are often 50 percent less than what other gyms charge, Xercise4Less is proving that cost does not have to be an obstacle on the path to better health.

Customer-centered values are at the core of the company’s success. Xercise4Less refuses to compromise on customer service in its quest to keep prices low. “We pride ourselves on giving the best customer service to all our members,” says Jon Wright, chief executive officer. “We work very closely with our members to help them achieve their training and weight-loss goals.”

TAKING MEMBER ENGAGEMENT SERIOUSLY

The Xercise4Less team believes that great customer communication is necessary for the company to fully deliver on its brand promise. But Liam Dawes, marketing executive at Xercise4Less, says, “We noticed that, across the industry, there was a distinct lack of communication between staff and members.”

Determined to make every facet of their gym operations “people-focused,” Xercise4Less took steps to make it easier for members to connect with the company, such as launching custom Facebook pages for each location where members could communicate with staff and ask questions.

They also implemented Listen360’s customer feedback system for a more systematic way to gather customer sentiment. Now, feedback requests are sent to members automatically after important interactions, such as when a new member joins, or after a member checks in for a class, ensuring that operations managers can stay on top of how customers are feeling.

As a result, Dawes says, there has been a marked increase in communication, resulting in a deeper level of customer engagement. “With real-time feedback from members, Listen360 allows our club managers to pinpoint and address any issues right away,” Dawes explains. “Our operations managers review feedback and respond to member comments on a daily basis using Listen360’s task pad. We believe following up quickly has aided in retaining members.”



XERCISE4LESS

LOCATIONS

40

AVERAGE FACILITY SIZE

30,000+ ft²

Known as “The People’s Gym,” Xercise4Less is the largest value brand fitness club in the United Kingdom, in terms of membership and facility size. The company offers professionally staffed, full-service gyms at a budget-friendly price. Founded in 2009, the fast-growing chain is owned by Wright Leisure Limited, and is based in Burley, Leeds, UK.



Xercise4Less has also been pleased with the rate of response to their surveys. "There is an increasing trend for the consumer to favour online methods of communicating over traditional practices," Dawes points out. "Health clubs need to understand that feedback delivered through an online survey is just as important as a customer raising an issue face-to-face."

MAKING BETTER DECISIONS

Equally as important as improving communication at the club level, Xercise4Less needed a way to measure and analyze customer data across all their clubs in a quantitative manner. Management knew this could translate into operational improvements across the chain.

"Here at Head Office, we always want to know our members' ideas for improvement in our clubs," Wright says. "But our data was inconsistent and entirely qualitative. Now, in addition to having information about specific issues that need to be addressed at an individual location, we also have insight into performance at all our clubs and can spot trends that might affect the entire organization."

EXTENDING VALUE TO MARKETING AND SALES

Xercise4Less also gets more mileage from their customer reviews by streaming them to the company Facebook page, where they can be easily located by prospective members.

To help drive additional business, Listen360 makes it easy for satisfied members to spread the word to friends online. When customers respond positively to Xercise4Less feedback requests, they are immediately presented with a social sharing page that encourages them to share their recommendations and company promotions via email, Twitter, Facebook, and LinkedIn, generating dozens of online mentions every week. "It is definitely working," says Dawes. "And going forward we will be setting monthly targets to further boost our online recommendations."

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LIAM DAWES, MARKETING EXECUTIVE, XERCISE4LESS



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