

How healthy is your business?

Five Steps for Getting and
Retaining Customers in the Fitness,
Health and Wellness Industry

PLUS, HOW TO DETERMINE IF A CUSTOMER FEEDBACK
MANAGEMENT (CFM) PROGRAM IS RIGHT FOR YOU



Customer Feedback Management (CFM) programs have two main benefits: **growing your business through strong customer relationships**, and helping you keep your customers by taking the right proactive action. How do you know if a CFM system is right for you?



Do you know what your customers are saying about you right now?



Do you get meaningful feedback from your customers? *(Without drowning in a sea of data!)*



Do you solve issues as they happen – before you lose a customer?



Are you developing happy, loyal customers? *(The key to a successful, long-term business!)*



Are you satisfied with the quantity and quality of your reviews on Google and Yelp?

If you can't say "YES!" to all of these questions, then read on to learn what to look for in a CFM solution that specializes in the health and wellness industry.



Visit <http://www.listen360.com/resources/listen360-overview/> to view our overview video and learn more about what Listen360 can do to help your business. See for yourself why thousands of health, fitness and wellness customers depend on Listen360 to gain and retain customers, generate more positive reviews on Google+ and Yelp!, and increase revenue.

In a world where 50 is the new 30, fitness is a year-round goal. While the winter months still show a surge in fitness club memberships, spas, nutrition counseling, and other health and wellness offerings, businesses must have a plan in place to continually bring in new customers, support current customers, and keep everybody happy and, well, healthy.

Whether you offer yoga, Pilates, personal training, massage therapy, chiropractic, weight training, nutrition coaching, kickboxing, fitness classes or a combination of the above, growing your business is a daily challenge.

So how do you make the most of strong months to grow your business and get more customers? And more importantly, how do you retain new clients, turn customers into loyal fans, and encourage them to refer their friends?



Read on. It's easier than you think.

That's because the wellness industry has a secret weapon:

80 percent of new business comes from customer referrals. Not every business has that kind of power. You want to cash in on yours.

Sure, you could use daily deal programs such as Groupon or LivingSocial to help drive traffic, but in many cases these programs come at a high cost and do not bring long-term clients. A recent survey by Rice University determined that most businesses lost money on their initial daily deal, and that 82 percent of the deal-loving customers will never come back after the first visit.



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Many owners accept these percentages as the cost of doing business. **But what if there was a better way to effectively grow your business, using existing clients?**

What if you knew on a daily basis which improvements would ensure that your customers keep coming back, then leverage those loyal customers to attract new ones?

You **can** make this happen by adopting the simple strategy that thousands of businesses in your field are doing today: **effectively listening to customers.**

Do you know how satisfied your customers are? After all, you see them coming in for classes and appointments... they often stop to tell you about their experience. *But do you really know:*

- What your customers are saying about your business?
- How your customers feel about individual instructors, therapists or services?
- If all of your current clients would recommend your business to a friend or associate?
- If your staff understands what customers want?

The only way to learn this is to ask your customers for their feedback, listen accurately, and take action throughout your business to solve any issues.

What does it take to be an effective, accurate listener?

You must receive feedback from customers that is:



Timely



Easily understood



Measureable



Consistent



Shared among your business & staff



Actionable, so you can respond to it immediately



It's a 360° interaction with your customers

So how do you capture the 360° interaction with your customers? It all begins by sincerely engaging with customers to receive their honest feedback.

Today's small business owners are turning to a new breed of fast, easy, automated Customer Feedback Management (CFM) programs to help them learn from, listen to and retain clients.

CONTINUE READING FOR

**Five Steps for Getting
& Retaining Customers**

1 2 3 4 5

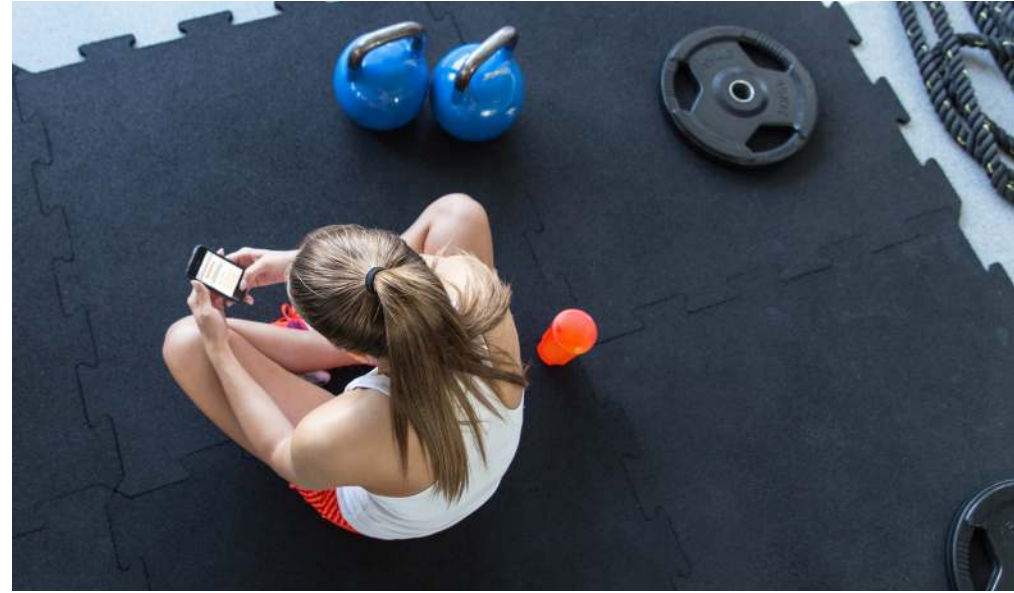
Follow Up After Their First Visit



Step 1: Follow up with customers after their first visit

Follow up with customers after their first visit, whether they come for a class, an appointment or a service. Studies show that wellness organizations that do not immediately communicate with new customers lose 70 percent of potential clients after the first visit. If you could retain even a small percentage of those lost clients, you would have a huge impact on your growth and revenue.

Where does a CFM system fit in? It can automatically email customers a personalized feedback request, so your staff doesn't have the time-consuming task of writing these emails at the end of each day. Look for a CFM that respects your customers' time – one or two questions is all you need to begin a conversation with your customers and get the responses you need to make them happy.



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1 2 3 4 5

Track & Measure Satisfaction



Step 2: Track and measure your customers' satisfaction.

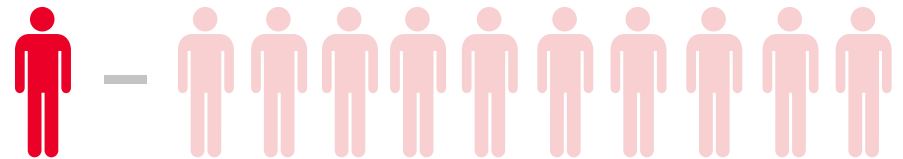
There are a lot of customer satisfaction metrics out there, such as Top Box, CSAT and Net Promoter Score. Studies show that for service businesses (such as those in the fitness, health and nutrition sector), the satisfaction measurement that best correlates to successful performance is Net Promoter Score (NPS). NPS is a formula that gives “extra weight” to unhappy customers to reflect the fact that they will tell eight to 10 people about their negative experience, as opposed to *happy* customers who will tell two to three friends. You need a system that will help even those odds.

Today's advanced CFM systems enable you to hear what all your customers are saying, so you can proactively solve unhappy customers' issues before they tell their friends, or post on Facebook (where the average user has 150 friends), or leave you for a competitor. A CFM should also make it easy for your happy customers to post positive reviews on Google, Yelp! and social media. It's all done electronically, all automated, so that you and your staff are **not spending more time to get more clients**.

That said, there is no right or wrong choice regarding which customer satisfaction metric you use. As you know – perhaps better than any other type of business owner -- **the best exercise is the one that you will actually do consistently**. Same goes for customer feedback systems.



**A happy customer
will tell 2–3 people.**



**An unhappy customer
will tell 8–10 people.**

CFM helps you even the odds.

1 2 3 4 5

Listen Efficiently



Step 3: Establish an efficient, repeatable process for listening to your customers.

Getting real, usable feedback doesn't happen with a one-time annual survey. You need a process in place to listen to customers every day so you can take action and solve issues as they arise. Two of the best qualities of a CFM system are that 1) it automatically sends a feedback request after a customer's visit (or once a month, once a quarter – whenever you decide) and 2) it's programmed to send the request to each customer. With manual feedback requests, there is a natural human tendency to reach out only to your happy customers. That means you may be getting a "false positive read" on your business. But an automated system sends feedback requests to everyone, so you get an accurate picture of how your business is perceived by your customers – including which areas are doing well and which need attention.

We all know that things change over time – employees leave; you revise your classes or services; you make renovations to your building; customers request new activities or different experiences. You need to be able to pick up on customers' signals and trends on a regular basis and take action immediately. That's how you retain loyal customers over the long term.

Getting real, usable feedback doesn't happen with a one-time annual survey.

Two Great Qualities of a CFM System



AUTOMATICALLY SENDS FEEDBACK REQUESTS



SENDS REQUESTS TO EACH CUSTOMER

1 2 3 4 5

Share With the Whole Team



Step 4: Share customer feedback with everyone on your team.

Great ideas can come from anyone, anywhere in your organization. Your staff needs to know how their clients really feel about them; they need to hear how they're doing in supporting customers' needs. Schedule periodic meetings to share your customers' responses, assign people to resolve any issues, and brainstorm ideas for gaining and retaining your clients.

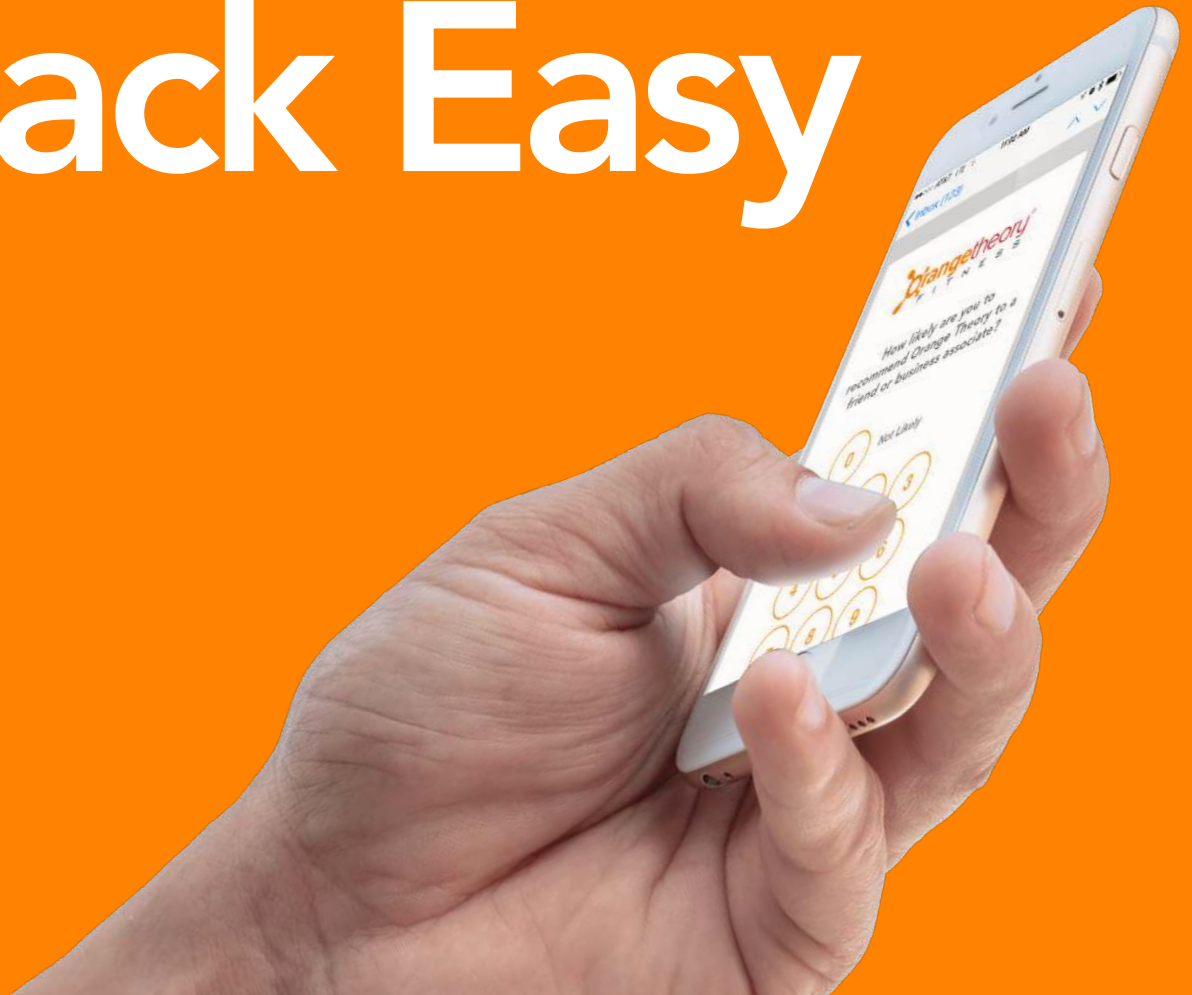
An effective CFM system supports company-wide information sharing, offering an online "dashboard" tool that shows customer responses and reporting data to anyone you designate. Armed with this "at-a-glance" information, your staff can take ownership for solving issues and retaining clients.



Your staff needs to know how their clients really feel about them.

1 2 3 4 5

Make Giving Feedback Easy



Step 5: Make it easy for customers to give you their feedback.

No matter what type of customer feedback program you use, consider two important factors: first, always respect your customer's time. This is NOT the time to do lengthy market research. Keep the feedback request to a minimum number of questions. Research shows that two questions provide the highest response rate from customers. Also, include an open-ended question to give your clients an opportunity to express in their own words what is important to them. The second key is to reach your customers through the channels that are best for them, whether that be through email or even text messages.

Additionally, a CFM system should make it easy for your happy customers to post positive reviews on Google, Yelp, and social media sites. A recent study reports that 83 percent of consumers trust online reviews as much as personal recommendations, so by providing the ability to share their positive sentiment in just a few clicks, you can increase the quantity and quality of your online reviews.

Using these **Five Top Tips**, you can see a dramatic increase in business growth, client retention, and long-term relationships with happy customers that drive consistent success and revenue.



sample Listen360 survey

Research shows that two questions provide the highest response rate from customers.

Speaking of revenue,
let's dive a little deeper
into the business of
customer feedback...

Return on Investment (ROI)

As a business owner or manager, you have a whole list of tasks to create a successful business: hiring and training staff; advertising and promotions; purchasing equipment; improving facilities. **Is a customer feedback management system a priority for your business?** Consider these questions in your evaluation:

- What is the return on your investment (ROI)?
- How much time is required to gain that ROI?
- How does this task compare to other activities you need to do to drive success?



Let's look at a few examples of ROI in the health and wellness industry.

What does your average customer spend in a month? (By the way, a CFM system can tell you the value of each customer automatically!) For now, let's use the industry standards:



In a Pilates studio, one customer spends an average of \$140 to \$300 per month.



For yoga classes, the average customer spends \$50 to \$80 per month.



For massage therapy practices, it's \$85 to \$100 per month, on average.



In fitness facilities, the average is \$100 to \$170 per month.

Using these industry averages, the ROI of saving just one customer is \$600 to \$3,600 per year!

Now the ROI of a CFM solution becomes easy to calculate. For example, if you spend \$25 a month on CFM, that's \$300 per year. Using our industry averages above, your **CFM system more than pays for itself!**

USING THESE INDUSTRY AVERAGES

The ROI of saving just one customer is \$600 to \$3,600 per year!



CFM CAN MORE THAN PAY FOR ITSELF

ROI is not all about statistics and averages; companies like Listen360 can provide hundreds of real-life examples of customers retained and new business acquired through referrals.

And what about the intangible benefits? Improving your overall customer satisfaction levels... collecting hundreds of positive posts on Facebook, Twitter, Yelp, Google, and other social media and review sites... reducing the number of unhappy customers who tell their friends not to try your business... The potential revenue could be tremendous!

83% of consumers value recommendations from family or friends above all other forms of advertising.

66% value online consumer reviews as the second most trusted source of brand information.

Global Trust in Advertising
Nielsen, 2015



Are the numbers clicking in your head now? Are you weighing the benefits, costs and ROI? Perhaps you're wondering how much work it will take, or questioning whether you will have to hire additional staff to run your customer feedback program.

The good news is that if you are already using an electronic system for scheduling and/or billing, you already have the infrastructure to implement a cost-effective CFM solution with all the benefits discussed here. Listen360 is an industry-leading, turnkey CFM provider with more than 14,000 clients – including hundreds of health, fitness and wellness businesses. We are the leaders in the wellness market and understand the unique needs of your business and what's important to you and your clients.

Visit <http://www.listen360.com/resources/listen360-overview/> to view our Listen360 overview video and see for yourself why thousands of health, fitness and wellness customers depend on Listen360 to gain and retain customers, increase revenue and build their success.



WATCH OUR LISTEN360 OVERVIEW VIDEO