



**Listen360**

How Healthy is Your Business?

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

# Customer Feedback Management (CFM)

CFM systems 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 Facebook?**

**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.

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See for yourself why thousands of health, fitness, and wellness customers depend on Listen360 to gain and retain customers, generate more positive reviews online, and increase revenue. [Schedule a call](#) to learn more.



## 80% of new business comes from customer referrals.

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 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?

**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.

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 loyal 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 your 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

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Easily Understood

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Measurable

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Consistent

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Shareable among your business and staff

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Actionable





# 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.

## STEP ONE

# 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.

**You could lose 70% of potential clients by not communicating after their first visit.**



## STEP TWO

# Track & Measure Your Customers' Loyalty

There are a lot of customer loyalty 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 loyalty 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.

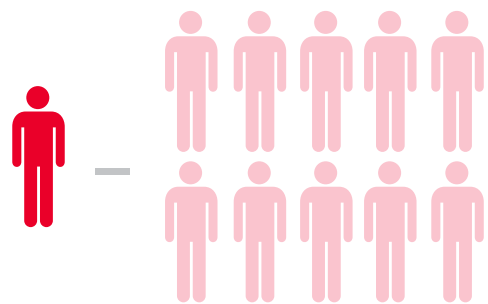
Today's advanced CFM systems enable you to hear what all your customers are saying, so you can proactively solve unhappy customers' issues before they tell their friends, or post on Facebook (where the average user has 150 friends), or leave you for a competitor. A CFM should also make it easy for your happy customers' to post positive reviews on Google 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 loyalty 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.

### CFM helps you even the odds



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



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



## STEP THREE

# 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.

## Two Great Qualities of a CFM System

### Automatically Sends Feedback Request

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### Sends Request to Each Customer




## STEP FOUR

# Share Customer Feedback with 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.



**Joy Simon** 😊 10/10 5 minutes ago  
This place is so nice. The staff was so attentive, I would definitely come back and recommend to friends.



**Carrie Lawson** 😊 9/10 8 minutes ago  
Their trainers are exceptional, the overall vibe is great and I have had nothing but good experiences.



**Samira Atwal** 😊 8/10 7 minutes ago  
I love it here. I'll never leave if you keep offering group training.

### Loyalty Summary

$$\begin{array}{ccccc} 45\% & = & 55\% & - & 15\% \\ \text{NPS} & & \text{Promoters} & & \text{Detractors} \end{array}$$

## STEP FIVE

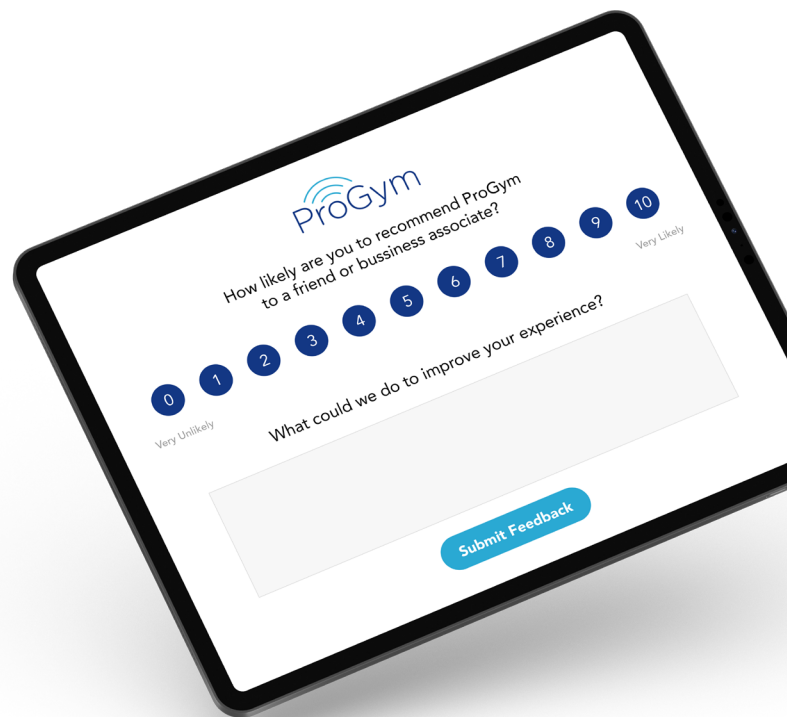
# Make It Easy for Your Customers to Give Feedback.

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. For clients who are used to going online to schedule appointments, email is a great fit. In addition, text messaging is now the preferred communication channel by a growing number of customers.

Additionally, a CFM system should make it easy for your happy customers to post positive reviews on Google 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.

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





# 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)?

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How much time is required to gain that ROI?

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How does this task compare to other activities you need to do to drive success?

# Examples of ROI in the Health & 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:

## What the average customer spends on....

**Pilates Studio**  
Per Month

\$140 - \$300

**Yoga Classes**  
Per Month

\$50 - \$80

**Massage Therapy**  
Per Month

\$85 - \$100

**Fitness Facilities**  
Per Month

\$100 - \$170

**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!



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 loyalty levels... collecting hundreds of positive posts on Facebook, Twitter, 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!**

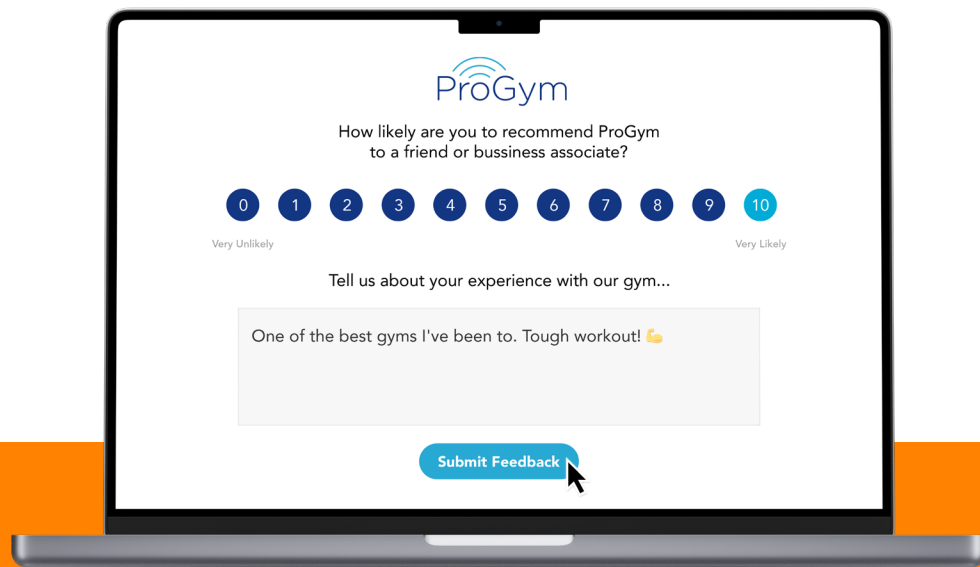
**83% of consumers value recommendations from family or friends above all other forms of advertising.**

**66% of consumers 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** that understands the unique needs of your business and what's important to you and your clients.



# Want to retain more members?

See why thousands of health, fitness, and wellness customers depend on Listen360 to gain and retain customers, increase revenue, and build on their success.

[Schedule a call](#) to learn more.

