

How to retain a passionately engaged member base left out in the cold by Covid

Leading edge technology, motivating gamification techniques and a passionate operator combine to deliver a superb customer experience - and drive new revenues at the same time.

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Such a great series of virtual lockdown classes for both members and non-members, so easily accessed through Astley's platform. A gym that really works for its members and its community - glad to be a member!”

Astley Member



Context

Astley Sports Village is a local operator providing a wide range of sports and leisure activities to its community in Lancashire, supported by Gladstone's leisure management system.

Move Anywhere from Move is the only streaming service integrated with Gladstone technology. The integration allows a check for specific digital subscriptions before giving the customer access to the platform, ensuring operators can recognise revenue from digital memberships.

Astley's membership base is a highly active one - it boasts about 900 Members of which a significant number are Myzone® users, so it was especially important to take rapid action when the pandemic stuck and periods of closure were enforced.

Story

Astley worked with partners Gladstone, Move and Myzone® to set up and deliver high quality online class experiences during the lockdown periods.

30 online classes and workouts every week were made available throughout the lockdowns to livestream through Gladstone's MoveAnywhere platform (powered by Move) integrated with the brilliant MZ-Remote screen.

The social layer and gamification provided by Myzone® product provide strong nudges for customers to come back to Astley's offering and attend further classes. It is a core part of the actual class too, with instructors referring to attendees' Myzone® metrics frequently as a motivational tool.

Nearly 1/5 of the entire Astley membership base accessed the virtual workouts during lockdown and the operator was able to engage a wider audience on a pay-as-you-train basis generating additional much needed revenue.

A strong launch, with high penetration and quality supply is paramount to help the livestream 'community' thrive and motivate the instructors to invest in providing quality livestream classes.



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“The integrated platform provided by Gladstone, Move and Myzone® has been a lifesaver for our business during the pandemic. Our members have stayed active, loved the classes and we’ve kept additional revenues coming in.”

Mark Storie, Managing Director, Astley Sports Village

20% of Astley membership base engaged

204 member sign ups

827 attendances to date

3 attendances per customer on w/c 9th Nov 2020

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“The great advantage for operators with this integrated system is that, unlike other third party streaming solutions, MoveAnywhere both checks for digital subscriptions and takes advantage of push notifications in order that operators can recognise the digital revenues.”

Stephanie Hutchings, Gladstone

Highest active retention of all MoveAnywhere partners to date

(defined by livestream booking)

Of those customers that book an activity, what % return to book again on that week or later?

