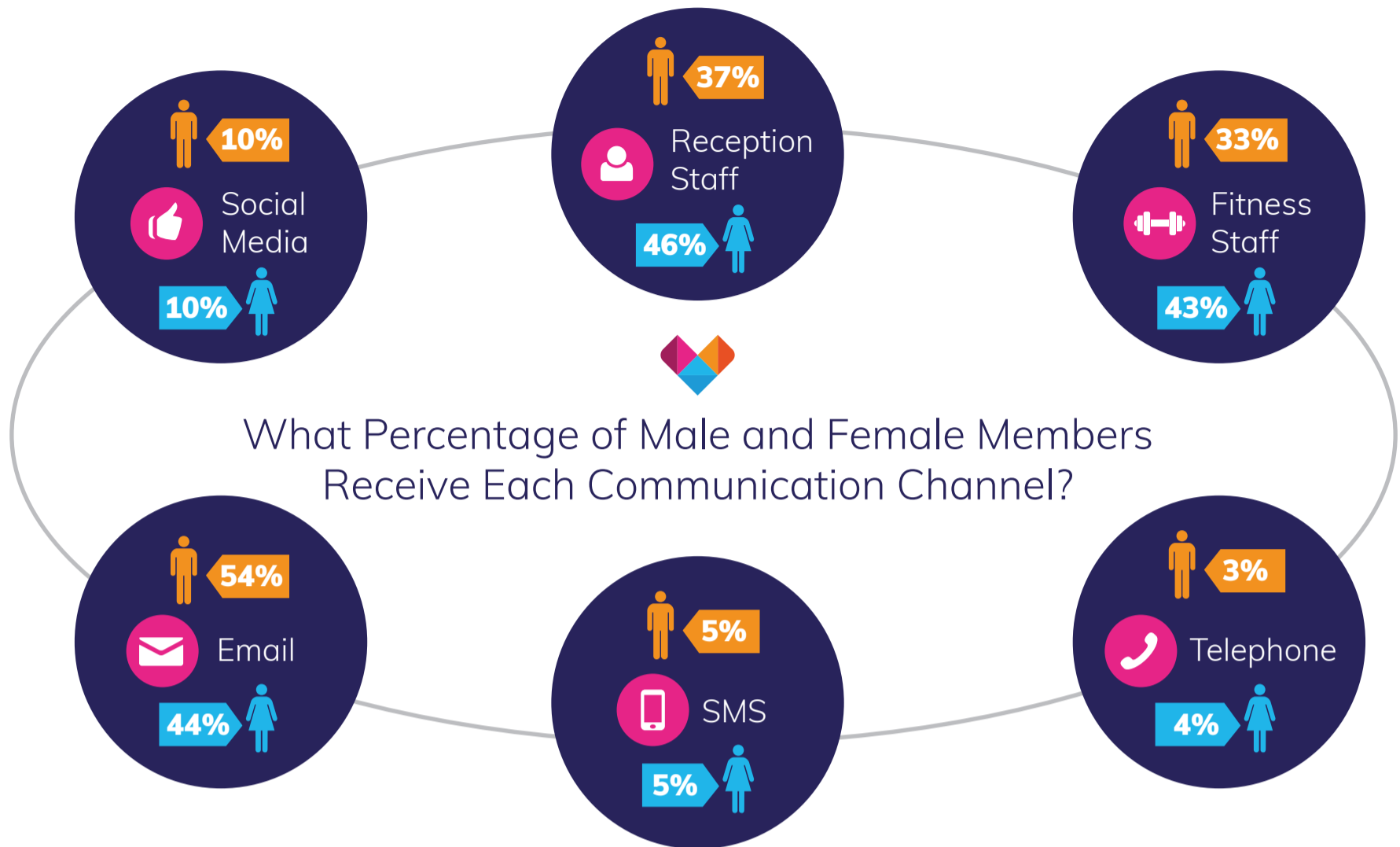
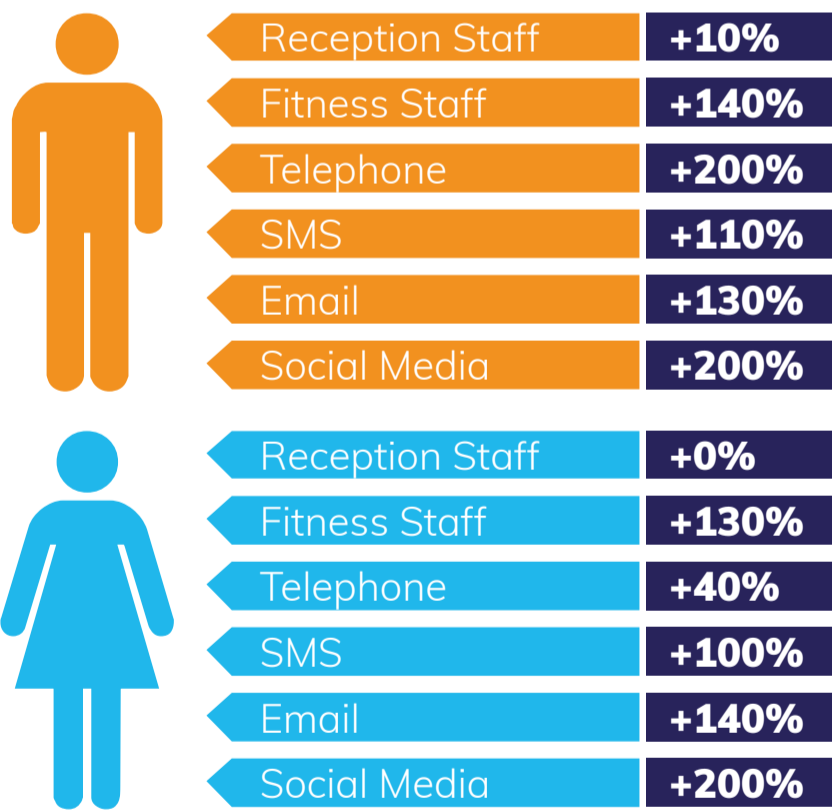


# Can a Comprehensive Communication Strategy Increase Member Loyalty?

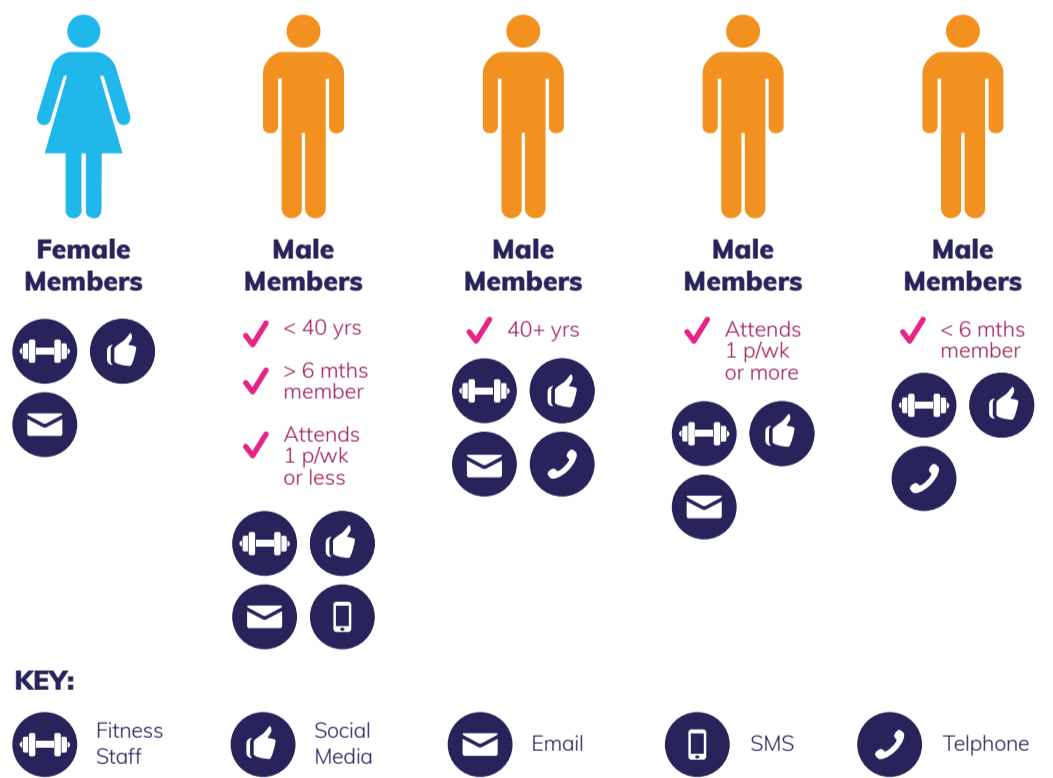
This infographic shows the key findings from our research into the relationship between communication received by a gym member and their likeliness to be a positive club Promoter, as measured by Net Promoter Score® (NPS®). Conducted in partnership with esteemed academic Dr Melvyn Hillsdon, the study looked at the experiences of over 10,000 health and fitness club members. Previous research has shown that members who are club Promoters (scoring a 9 or 10 on their NPS survey) have higher retention rates compared to members who are less likely to recommend their club to a friend or colleague so it is in an operator's best interests to understand how they may increase the number of Promoters in their club.



## How Does Each Communication Channel Improve the Chances of Being a Promoter in Male and Female Members?



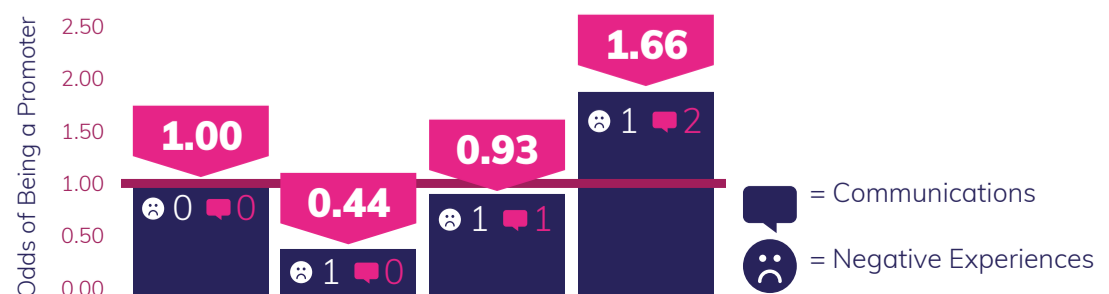
## Which Combination of Communication Channels Maximises the Chances of Being a Promoter for Each Member Group?



## Can Communication Improve the Chances of Being a Promoter Even When Members Experience Hassles?

Yes! The chart below shows that when a member has a negative club experience the detrimental effect on the chances of being a Promoter is completely removed when they are also receiving two forms of communication.

In fact, members who have a negative club experience, but are receiving two forms of communication are actually 66% more likely to be Promoters than members who do not have a negative experience and do not receive any form of communication from their club. The positive power of engaging with members is clear to see.



Download the full report for **FREE** at [www.trpcem.com/research](http://www.trpcem.com/research)

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