



CASE STUDY

Halo Leisure: Enhancing Brand Loyalty and Increasing Retention with Legend Leisure Services

The Business Case

Halo Leisure manages 20 sports and leisure centres throughout Herefordshire, Shropshire and Bridgend County Borough. An existing user of Legend Club Management Systems' front of house, online bookings and reporting solutions, at the beginning of 2016 Halo decided that it wanted to make greater use of the vast wealth of customer data at its fingertips. At its most strategic, the company's objective was to communicate in an intelligent, relevant and entertaining way with its customers in order to strengthen brand loyalty, increase retention and minimise attrition.

Cathy Fletcher, Group Sales and Marketing Manager, Halo Leisure, explains: "It's a competitive environment out there. Customers have greater choice than ever; there are more operators with attractive offerings, lower price points, and a wide variety of exercise options. It's therefore business critical that every interaction we have with customers adds value to their experience with us. We knew that we had an absolute goldmine of information about our customers within the business, but we weren't making effective use of it."

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↓ 4%

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The Customer Journeys

In February 2016, Halo Leisure launched the first of its new automated customer communications with the assistance of Legend Leisure Services. Together, the two organisations identified a range of customer journeys and developed the frequency, tone and content of the communications that would form those journeys.

The first to go live was Halo Leisure's 'New Customer Journey'. This helps to establish strong commitment between Halo and its customers and ultimately lengthens their stay and loyalty.

Halo and Legend then introduced a 'Retention Journey', which incorporates timely and informative emails and text messages such as the success of a customer's first online class booking. Special offers, birthday messages, and newsletters with lifestyle information help maintain a high level of engagement. In addition, Halo and Legend have also addressed two further customer segments: 'High Risk Customers' and 'Families'.

Through these automated communications, customers are also driven online to Halo's content-rich website, with a full class timetable, online bookings and access to other self-service functions. Since the launch of the automated member journeys, website visitors have increased significantly, whilst online bookings have increased by an impressive 15%.

Value & Future Planning

Although early in its marketing automation and customer journey adoption, Halo Leisure has recognised the value of this type of informed and insightful interaction. 2017 is set to bring further segmentation and analysis of the data for yet more personalised customer journeys as well as a 'Prospect and Lead Generation Journey'.

"Legend has become the glue that is underpinning the majority of our communications," Cathy concludes. "They really understand the customer process and the member journey, and their proposition gives more value for money and offers more functionality. Their advice and guidance, not just in the settling in stage, but ongoing, is outstanding."

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"Indeed, as a result of this work, overall attrition rates are now down to sub 4% across the business and we are starting to derive real value from the swathe of data that has sat within the business untapped for some time. The close collaboration between Halo and Legend ensures the streamlining and tailoring of information, critical to the ongoing success, and continued growth of our business."