



SLL & INSPIREALL CASE STUDY:

Better membership payment experiences all-round

Since moving to Legend's fully managed membership payments with contact centre service, SLL & InspireAll have consistently achieved high collection rates, saved time for internal teams, and given members a better payments experience.





InspireAll



SLL & InspireAll are leading leisure trusts – community-based and focused not for profit charitable organisations. In January 2020, the two organisations came together under the same umbrella managing 20 leisure centre facilities across Hertfordshire, Bedfordshire, Rutland, and Buckinghamshire. The organisations serve over 45,000 members.

At a glance

By switching to Legend's fully managed service for membership payments with contact centre support, SLL & InspireAll have:

- Satisfied members with **a choice of billing dates**, and less need to pay upfront
- Achieved a payments collection rate that's **consistently above 99%**, and cut member debt by 40 to 45%
- **Reduced the burden of billing & payment queries** from its sites, while resolving these queries quickly and consistently for members

Inflexible, time-consuming collections

SLL has been partnered with Legend since 2012, and when the two organisations joined forces, Legend was rolled out to InspireAll's leisure centre sites. At the same time the organisations took the opportunity to look at how membership payments were managed.

Direct Debit collections had always been managed in-house by SLL. With just one team member responsible for member billing, SLL was only able to offer one collection a month. While a collection rate of 96 to 97% was often achieved, there was **no time or resource to investigate payment failures and rejections**. The team were aware that the collection rate could fall without addressing any negative trends that were cropping up.

At the same time, SLL couldn't give members any choice over the date their membership payment would be collected. And when joining, new members often had to pay a pro rata fee upfront to use their membership before a full Direct Debit payment could be collected. **SLL wanted a better membership payment experience** for members.

This approach to membership payments also impacted teams on site within SLL leisure centres. The responsibility to answer any billing questions and resolve any issues fell on these teams – **volumes of calls and in-person visits were often high**. Attention and resource was being taken away from sales and day-to-day management needs. Plus, these conversations were often negative, impacting team morale.

With SLL facing these challenges, and as InspireAll was running two Direct Debit collections a month, the two organisations decided to look at a solution that would benefit both their teams and members.



“Collecting Direct Debits ourselves was challenging. We didn't have the resource to spend time looking at ways to reduce cancellations and improve collection rates. We wanted to introduce more than one payment collection date – to give members more flexibility, since not everyone gets paid at the same time each month. We realised we didn't have the resource in-house to keep managing billing and maintain high collection rates, while dealing with payment queries through our sites, so we looked to Legend for help.”

– Richard Gunney,
Head of CRM Software, SLL & InspireAll

Membership payments made easy

SLL & InspireAll looked to their leisure management software partner, Legend, for a solution. In late-2020, the organisations went live with Legend's fully managed membership payments processing service.

Using this solution, which is fully embedded into their leisure management software, lets the organisations **rely on Legend's proven technology and team to handle membership payments** on their behalf.

Moving billing to Legend was easy with little work for the SLL & InspireAll teams. After a smooth move, SLL & InspireAll worked closely with Legend's contact centre team to create detailed documentation. So, all member payment queries can be **resolved quickly and consistently.**

“When we looked at Legend's fully managed service it was almost a no brainer for us! Getting set up was very easy – migrating Direct Debits to Legend and introducing new collection dates. We worked with the contact centre team to create a comprehensive document that covers most reasons why members would get in touch. This is an ever-growing document as together we identify new scenarios. It's reassuring to know our members are getting consistent support without delay,”

– Richard Gunney,
Head of CRM Software, SLL & InspireAll



Collection rates consistently above 99%

SLL & InspireAll have seen significant benefits since introducing fully managed membership payments processing across the organisations.

For the past 16+ months, **collection rates of 99.2 to 99.3%** have consistently been achieved. Before the switch, collection rates sat at 96 to 97%. While an increase of 2 to 3% may sound modest, with 45,000+ collections a month, this represents a **significant increase in monthly revenue** for SLL & InspireAll.

With Legend processing payments, the organisations have greater clarity into the reasons why Direct Debit collections fail and can address these effectively.

Member debt has fallen by 40-45%, which means less time is spent recovering debt. This decrease in debt has been achieved because of:

- **The higher collection rate**
- **A greater choice of payment dates**
- **Legend's contact centre team taking payments from members when needed**

Members can now **choose their preferred payment date**. And when joining members don't need to pay a high pro rata fee upfront. Plus, if they have a payment query or issue, they no longer need to phone or visit their local centre to resolve this.

They can **call or email Legend's contact centre** to directly speak to a customer service specialist who can quickly help.

"The fact that our collection rate is consistently over 99% is very impressive. It was an easy decision to move our membership collections and support to Legend. Any additional costs incurred are now more than covered. Our revenue is higher thanks to consistently high collection rates. Plus, our site teams are free to focus on sales and other revenue generating activities. We've not looked back since moving to Legend's fully managed service for membership payments."

– Richard Gunney,
Head of CRM Software, SLL & InspireAll

This also alleviates the burden on SLL & InspireAll's leisure centre teams. Payments queries can be directed to the contact centre. So, the site teams are free to **focus on achieving sales targets** and providing standout leisure experiences to members. Fewer difficult conversations and more positive interactions create a **better work environment**.

The teams at SLL, InspireAll and Legend continue to work closely to build out more guidance for the contact centre team as new queries and scenarios emerge. Members will continue to get more answers faster for a consistently high level of service.

Innovating in partnership with Legend

Beyond membership payments, SLL & InspireAll benefit from the flexibility that's inherent within the Legend system.

It's not one-size-fits all. The organisations can easily configure the modules Legend offers to suit their exact requirement. Even at a by-site level, different rules can be set up to meet unique needs.

Having been with Legend for over a decade, a close relationship with the Legend development team lets the organisations **positively influence the system** to achieve change and create a better solution for the industry.

The teams continue to work together to drive **continuous improvement and innovation**. This includes enhancing modules and features like sports courses and rentals invoicing.

"We've worked with Legend for over 10 years now and it's the relationships that really stand out for us. We have close relationships with the development, account management and other teams. We appreciate how open and transparent the teams are. From biweekly calls with our Account Manager, to monthly calls with Support and regular calls with the Development team, were getting a much higher level of support and influence over the solution than we might get elsewhere. We look forward to continuing to work and move forward together."

– Richard Gunney,
Head of CRM Software, SLL & InspireAll



About Legend

Trusted by leading leisure operators of all sizes, Legend offers a complete all-in-one leisure management solution with software, membership payments, and more, all powered by one platform.

Streamline complex operations, achieve growth, and run your leisure facilities with ease. Keep a competitive edge with a feature-rich, cloud-based solution that provides a complete 360° customer view.

Easily and effectively engage your members in a timely and targeted way, at scale, with our communications tools and integrations. Create and manage engaging campaigns that drive retention and revenue for your organisation.

Learn more and request a demo at
www.legendware.co.uk



Get in touch with
our team today.

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