



Understanding

The NPS System



The goal of the Net Promoter Score (NPS) System is to grow the studio by generating referrals and improving client retention.

Strategy



We will systematically assess the client experience through the use of timely surveys. Based on the survey results, we will either provide a path for our clients to refer family and friends to us (for "Raving Fan" clients), or work to resolve any issues (for not yet "Raving Fan" clients)



Each survey consists of 3 questions that clients will score on a scale of 1 to 10. A perfect score = 30



Surveys are sent at 2, 8, and 16 weeks from the date a client starts training

Survey Score?

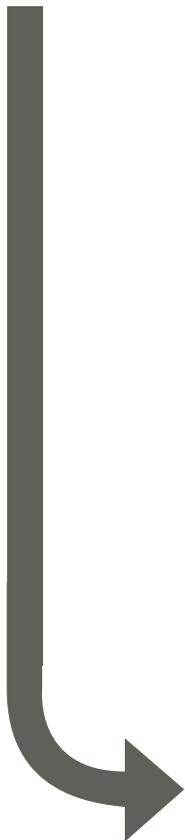


Total score of at least 27 AND all questions are scored at 9+

Any question is scored at 8 or less



Raving Fan Clients

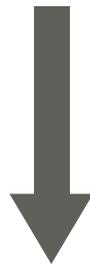


Referral Process

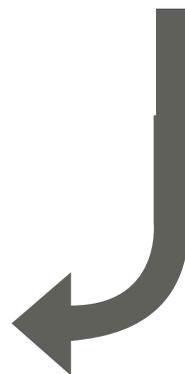


Not Yet

Raving Fan Clients



Retention Process



Referral Process Strategy

In order to effectively generate referrals we have to clear two hurdles. First, we have to get our clients to share Fitness Together with their family and friends ... and Second, we have to get those family and friends to take action (preferably, come into the studio). The strategies in the Referral Process are designed to clear these two hurdles.



Clearing the First Hurdle

There are three* strategies we use to clear the first hurdle:

- #1 We make it easy, by providing our client with a special link to share with their family and friends. The link leads to a landing page that invites them into FT for a complimentary week.
- #2 We present our client with a meaningful gift. The gift is NOT a reward for referring clients ... (*Note: the gift is omitted in Week 8)
- #3 We reference the link we set up for their family and friends, and ask them if they would forward it.



Clearing the Second Hurdle

- #1 We provide a compelling offer. The family and friends of our client are invited to come and enjoy a complimentary week at Fitness Together. Leads captured on this landing page are funneled to your dashboard

Referral Process Execution



Survey Completed (Score = 27+)

Immediately



1 Notification: NPS Score submitted

E-mail sent to owner/manager with the survey results

The next morning



2 Thank You

E-mail sent to client thanking them for filling out the survey

40 minutes later



3 One more thing

E-mail sent to client inviting them to swing by the office to pick up a gift (a token of our appreciation for their hard work), and providing the referral link for their family and friends

3 Hours later



4 Dashboard Task

Get these to "0" before I leave (NPS Referral Form) <small>Rename</small>	
Week 2 - Follow-up Meeting	0
Week 8 - Follow-up Meeting	0
Week 16 - Follow-up Meeting	0
	Add Another



The Follow-up Meeting

Everything that has happened to this point (the survey and steps 1,2, and 3 above) is designed to "tee up" this step ... it's crucial that it is executed correctly. At the first opportunity, the owner, manager, or lead trainer will meet face to face with the client and do the following ...

A. Close The Loop on the Survey

"Mary, thank you so much for filling out the survey ... I'm glad to see that things are going well ... is there anything else we can do to make your experience at FT better?"

B. Present the Gift*

The more personal the gift ... the better. Click here for a hierarchy of suggested gifts. *Done in weeks 2 and 16 ... omitted in week 8

C. Reference Link / Ask for Referral

"Mary, I also wanted to make sure you saw the link we put together for your family and friends. We'd love the opportunity to meet them and would really appreciate it if you would pass that along ...

Would you do that for me?"

**IMPORTANT!
DON'T SKIP
THIS PART**

5 Days after step 3



5 Reminder

E-mail sent to client (as a courtesy) giving them a heads up that the link that is available for their friends and family will only be up for a few more days ... so if anyone wants to take advantage ... carpe diem!

There are number of strategies that are built into the Referral Process, as well as a significant amount of content delivered over the course of a couple of weeks. Because nearly all of this strategy is executed via the automation, the demands on the manager/owner(s) time are very low ... Step 4 being the only one that is not executed via the automation.



Commit to perfect execution in Step 4 and the studio will reap the benefits.

Retention Process Strategy

The purpose of the Retention Process is to identify client issues before they become critical and to resolve them, thereby retaining a client that otherwise may not have continued training at Fitness Together.

The strategy is very simple ... first, uncover any issues (discussion prompted by survey results) ... second, resolve them, ... third, confirm that they are resolved ... and finally, if appropriate, to send the client to the Referral Process.

Retention Process Execution



Survey Completed
(Score = any question scored 8 or less)

Immediately



1 Notification: NPS Score submitted

E-mail sent to owner/manager with the survey results

Immediately



2 Dashboard Task

Get these to "0" before I leave (NPS Retention Form) <small>Rename</small>	
Week 2 - Identify the Issue	0
Week 2 - Confirm Issue is Resolved	0
Week 8 - Identify the Issue	0
Week 8 - Confirm Issue is Resolved	0
Week 16 - Identify the Issue	0
Week 16 - Confirm Issue is Resolved	0

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A. Identify the Issue

"Mary, thank you so much for filling out the survey ... I'd like to chat a bit about XYZ to get a better understanding of what's going on ... so that I can make sure that your experience is top-notch"

2 Weeks

B. Resolve the Issue

Take whatever steps are necessary/possible to resolve the issue ... think outside the box and be creative. This is a huge opportunity to create a "Raving Fan".

C. Confirm Issue is Resolved

"Mary, I just wanted to follow up and see how it's going with respect to XYZ?"

Get these to "0" before I leave (NPS Retention Form) <small>Rename</small>	
Week 2 - Identify the Issue	0
Week 2 - Confirm Issue is Resolved	0
Week 8 - Identify the Issue	0
Week 8 - Confirm Issue is Resolved	0
Week 16 - Identify the Issue	0
Week 16 - Confirm Issue is Resolved	0

Optional

Send to Referral Process



When, during the course of the Retention Process you determine that the relationship with the client is solid (meaning we've converted them to a "Raving Fan"), it is then appropriate and advised to direct them to the Referral Process. This is done manually by utilizing the NPS Retention Form, and selecting "Send to Week X Referral Process"

Send to Referral Process

- Send to Week 2 Referral Process
- Send to Week 8 Referral Process
- Send to Week 16 Referral Process
- Send to Long-term Client Referral Process



At this point, the Referral Process is executed in the exact same manner as if the client were sent directly to the Referral Process from the survey (as opposed to working through the Retention Process first), with one exception ...

The client will not appear on your NPS Referral Form widget for follow-up

Retention Process Recap

The Retention process is designed to consistently and methodically identify, solve, and resolve issues. In the process we convert unhappy clients to "Raving Fans" setting up the opportunity to not only retain the client, but to generate referrals.



Commit to perfect execution in the Retention Process and you will systematically create a studio full of "Raving Fans" who will consistently promote the studio.