



Customer Retention Strategy

Purpose

Customer retention is critical to the long-term success of every Universal Athlete Centre. The objective of this SOP is to provide franchisees with clear, repeatable strategies to increase member engagement, lifetime value, and retention, with a network target of 14 months average member retention.

Retention Philosophy

UAC retention is built on:

- Personal connection
- Consistent value delivery
- Community engagement
- Proactive communication
- Flexible save options before cancellation

Retention is everyone's responsibility, led by the Centre Manager and supported by coaches and front-of-house staff.

Retention Strategies & Procedures

Personalised Onboarding Text (Within 7 Days)

Objective:

Create an immediate human connection and reinforce support.

Procedure:

- Within 7 days of signup, Centre Manager (or delegate) sends a personalised SMS.
- Message must:
 - Welcome the member
 - Check if support is needed
 - Reinforce accessibility of staff

Example SMS:

Hey Jayson!

Welcome again — hope you're enjoying UAC. Just checking in to see if you need any help at all. You're always welcome to reach out.

Have a great weekend!

Dylan – UAC Centre Manager

Responsibility: Centre Manager

Tracking: Logged in CRM notes

Onboarding Email Journey (Months 1–6)

Objective:

Educate, reward, and progressively integrate members into the UAC ecosystem.

Procedure (Automated via CRM – Kode0):

Month 1 – Welcome

- Welcome email
- 25% off UAC merch voucher

Month 2 – Engagement Check

- Check-in email
- Discount voucher for extended services (e.g. UAC Academy / ADP)

Month 4 – Review & Referral

- Short feedback questionnaire
- FREE socks
- 1 free friend pass
- Personal invite to upcoming event

Month 6 – Final Onboarding Touchpoint

- FREE 7-day friend pass
- 14 days free if friend signs up
- 25% off merch voucher

Responsibility: HQ Marketing (automation) / Franchisee execution

Tracking: CRM campaign reports

Engaging & Educational Content

Objective:

Showcase value, capability, and variety of UAC services.

Procedure:

- Post consistent, value-driven content:
 - Training education
 - Recovery education
 - Athlete success stories
- Focus on what members can do, not just promotions

Frequency: Minimum 3–4 posts per week

Responsibility: Franchisee with HQ Marketing Toolkit

Monthly Community & Member Events

Objective:

Strengthen community bonds and reduce churn.

Procedure:

- Run at least one event per month
- Options:
 - Member-only events
 - Community engagement events
- Encourage interaction between new and existing members

Responsibility: Centre Manager

Support: HQ event templates

Monthly EDM Updates

Objective:

Keep members informed and engaged.

Procedure:

Send monthly EDM including:

- *Upcoming events*
- *Facility updates*
- *Referral links*
- *Feedback links*
- *Sponsor & partner discounts*
- *Value-driven offers*

Responsibility: HQ Marketing / Franchisee approval

“Spin the Wheel” Loyalty Rewards

Objective:

Reward loyalty, referrals, and positive behaviour.

Procedure:

Use during:

- Events
- Campaigns
- Member milestones
- Prizes may include:
 - Free class upgrades
 - Extra sessions
 - Merchandise
 - Recovery passes
 - Cash
 - Membership upgrades

Referral Campaign (Special Rule):

- 16 referral slots only
- Member + friend must successfully sign up
- Winner receives \$1,000 AUD
 - \$500 to member
 - \$500 to friend
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Responsibility: Centre Manager

Promotion: Social media + in-club

Feedback Box & Reviews

Objective:

Capture feedback early and convert positive sentiment into reviews.

Procedure:

- *Maintain a physical or digital suggestion box*
- *Actively encourage:*
 - *Feedback submissions*
 - *Google Reviews*
- *Incentivise reviews with small giveaways (e.g. socks)*

Responsibility: Centre Manager

Escalation: Issues logged and reviewed weekly

Save Options for Membership Cancellations

Objective:

Reduce preventable churn from short-term hardship.

Eligibility:

- *Members 12 months+ tenure*

Procedure:

- *Always review cancellation reason*
- *Offer save options:*
 - *Suspend up to 28 days (no charge)*
 - *Longer suspension subject to approval (may incur \$10/month)*
 - *Downgrade membership*

Approval: Centre Manager

Documentation: Logged in CRM

Most Attended Members Reward

Objective:

Encourage consistency and recognise commitment.

Procedure:

- *Monthly tracking of:*
 - *Unique check-ins*
- *Top 3 members rewarded:*
 - *Free meal via partner food truck*

Responsibility: Front desk / Centre Manager

Bring-a-Friend Free Weekends

Objective:

Drive referrals through experience.

Procedure:

- *Available weekends only*
- *Appointment-based*
- *Staffed hours only*

Responsibility: Front desk / Sales staff

Reporting & KPIs

- Monthly retention %
- Average membership length
- Event participation
- Referral conversions
- Save-rate on cancellations

Compliance

All retention activities must:

- *Follow UAC brand guidelines*
- *Comply with privacy and marketing consent rules*
- *Be logged in CRM*