



NEW MEMBER JOURNEY 2020

INDUCTION TOOLKIT



NEW MEMBER JOURNEY 2020 INDUCTION TOOLKIT

To ensure that all Fernwood members get off to their best start at Fernwood, we need to ensure that their first interactions with us are of the highest standard. These key interactions for the new member Onboarding upon sign up are:

- ▶ Show members how to access MyFernwood Online and the Fernwood App
- ▶ Explain the 12-Step Passport

The purpose of this toolkit is to explain the New Member Journey in more detail.

THE SALES PROCESS

Following a sale, either on the same day or the next day, the Membership Consultant who sold the membership should send a short 20 second video message to the new member via an in-club phone or iPad. The message should be short, sharp and personalised and help the member to feel excited about coming back to the club.

"Hi Sally, thank you for coming in to see me today, I am so excited to see you get started in our club. I can't wait to see you run that 5km fun run you have planned in October. See you tomorrow for yoga!"

WHAT DOES A NEW MEMBER RECEIVE?

All new members will receive a Kick-Start Health & Wellness Pack (valued at over \$600), which includes:

- ▶ Access to the MyFernwood platform for the length of their membership (valued at over \$500 per year)
- ▶ Health & Wellness check in (valued at \$50)
- ▶ 3x FIIT30 or FIITRIGHT sessions (valued at \$60)
- ▶ Free Wellness Pass for the member and a friend (valued at \$40)
- ▶ 7-day Referral Passes for friends (valued at \$35 per pass)



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GETTING A MEMBER STARTED WITH MYFERNWOOD

To gain access to the Fernwood App, members need to register for a MyFernwood account here: <https://www.fernwoodfitness.com.au/register>

Ensure that their first name, last name and email is exactly the same as their new EXERP profile. Once registered, they will be able to access MyFernwood via any internet browser and via the Fernwood App. The Membership Consultant or another available staff member can give them a quick overview of the navigation of the site. For example, where to find the workouts and recipes.

GETTING THE MEMBER STARTED WITH THE FERNWOOD APP

The member will need to download the Fernwood App from their iOS or Android store and use the same login credentials that they set up for MyFernwood.

PLEASE NOTE It is expected that all Fernwood staff have access to MyFernwood and the Fernwood App so that they can assist members with any enquiries they have. Any technical issues should be logged with the Help Desk helpdesk@fernwoodfitness.com.au

12 STEP INDUCTION PASSPORT INTRODUCTION

Once a member joins, a welcome email is triggered with further information about MyFernwood and the 12 Step Induction Passport. The members can access their passport and mark completion of steps by visiting the My Passport section in MyFernwood. Once all steps have been completed, the member will receive an automated email including a \$50 gift voucher to use on club services.

IMPORTANT NOTE Before signing up a member to any membership, you must ensure their email marketing preferences have been updated in Exerp first. If you do not do this, the member will not receive the welcome email, or any of the welcome journey emails, which include essential information including setting up their Fernwood App and MyFernwood account. These emails cannot be resent, even if the member updates their email marketing preferences later. You cannot change a member's email or SMS marketing or service preferences without their consent, so you must confirm their preferences with them before making any updates.

PLEASE NOTE It is important that all member visits are logged accurately in EXERP so that the visit history gives an indication of what the member has completed for reference if required.



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12 STEP INDUCTION PASSPORT EXPLAINED

The purpose of the passport is to guide members to try a range of different club offerings that promote a sense of community and give the clubs the opportunity to upgrade to FIIT30.

The passport includes:

- Your Fernwood Onboarding (30 minutes)
- 3 FIIT30 or FIITRIGHT sessions
- 1 x group fitness class - strength
- 1 x group fitness class - cardio
- 1 x group fitness class - mind body
- 5 x group fitness class/FIIT30 session

Members do not need to action items on the passport in any particular order however, they have six weeks to complete their passport to be eligible for their free gift.

STEP 1

YOUR FERNWOOD ONBOARDING

IDEALLY COMPLETED IN WEEK 1

The Your Fernwood Onboarding appointment is a group cardio induction. It is one of the first appointments a member has in the club after signing up and is facilitated by the Fernwood Trainer. It is an opportunity for the member to meet other new members so that they have a familiar face when they visit the club; this helps to build a sense of community.

What happens during the Your Fernwood Onboarding?

- Shown how to use all cardio equipment
- Reminder of 24-hour security procedures
- Promote benefits of group fitness classes and show them how to book on the Fernwood App
- Ensure they have booked in for their FIIT30 or FIITRIGHT sessions via the Fernwood App
- Invite them to the next new member event (see section in toolkit for more details)
- Remind them about MyFernwood and their MyFernwood Passport
- Introduce members to each other

What if a member books, but doesn't attend their Your Fernwood Onboarding?

- The Fitness Trainer should call everyone who did not attend and reschedule.



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How do clubs schedule their Your Fernwood Onboarding sessions?

- Clubs will need to schedule these group sessions as a class in pro.mywellness under Planner > Class Scheduling as part of their group fitness timetable.
- This will ensure it comes through to the Fernwood App for members to book themselves in.
- Once a member is booked in, you will also be able to view this in their profile in Exerp under the bookings tab.

How do members book for the Your Fernwood Onboarding?

- New members will be able to book themselves into the Your Fernwood Onboarding session via the Fernwood App under the Class Timetable.
- Clubs will also be able to book members in directly via pro.mywellness in club or ideally at point of sale when the member joins up.

Can trial members participate in a Your Fernwood Onboarding?

- Whilst the goal is to trade in every trial enquiry, for the small number of cases where that hasn't occurred the group cardio induction is a great opportunity for them to meet club staff and other members. This will improve their trial experience and increase the chances of sign up post trial. Trial members would not have access to any other part of the 12 Step Induction Passport sessions.

Should incoming transferred members have access to the Your Fernwood Onboarding?

- Yes! Incoming transfers benefit from these sessions to orientate them to their new club however, they would not have access to all the other passport sessions.

STEP 2

FIITRIGHT SESSION

IDEALLY COMPLETED IN WEEK 1 OR 2

FIITRIGHT sessions are aimed at building foundations of functional movement and are a lower impact option for deconditioned members. FIIT30 Trainers can offer feedback to members as to which option (FIITRIGHT or FIIT30) is best for their level of fitness. Unless the new member is clearly an advanced trainer with prior knowledge of functional training, all new members should start with a FIITRIGHT session to evaluate their level and then moved to FIIT30 where appropriate.



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STEP 3

FIIT30 SESSION

IDEALLY COMPLETED IN WEEK 2 TO 3

During this session, FIIT30 Trainers can start discussing upgrade opportunities for those members that haven't upgraded at point of sale. They can also continue to assess if FIITRIGHT or FIIT30 is the best option.

STEP 4

FIIT30 SESSION

IDEALLY COMPLETED IN WEEK 2 TO 3

Final opportunity for the FIIT30 trainer to upgrade the member to FIITRIGHT or FIIT30 ongoing.

STEP 5 - 12

GROUP FITNESS CLASSES

The remainder of the passport encourages members to participate in a range of group fitness classes on offer (mind-body, strength and cardio-based classes) however, ultimately they can choose what they want (and are able to based on health history) to participate in.

HOORAY! The passport is complete.

Upon completion of the passport, members will receive an automated email triggered from Exerp to congratulate them on completing their Fernwood Passport. In this email they will receive their \$50 gift voucher to use on club services. Clubs can also add to this gift if they have local business partnerships.

TERMS & CONDITIONS APPLY Present email in club to redeem. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.



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HEALTH & WELLNESS CHECK IN

IDEALLY COMPLETED IN WEEK 1-2

The Health & Wellness Check In allows the member to have some measurements taken, a short discussion about their current state of wellness and an opportunity for staff to discuss other Fernwood offerings such as FIIT30, FIITRIGHT, personal training & Empower. This appointment can be facilitated by the Fernwood Trainer ideally in a 15-minute timeframe, however, Exerp is set up to allow for a 30-minute appointment timeslot as well.

What happens during the Health & Wellness Check In?

- Body scan (see notes below for clubs that don't have a Body Scanner yet)
- Wellness check in questions

Wellness Check In questions

"We understand that optimal health and wellness is not just about exercising and eating well; we believe in a holistic approach to total wellness and wellbeing."

Wellbeing essentially refers to our general happiness and satisfaction within all areas of our life. Whether your goals include increasing your fitness, or managing stress and finding more 'me-time', our team of women's wellness experts are here to help...

Question 1. On a scale of 0 – 10 (0 = zero satisfaction, 10 = completely satisfied) how happy and satisfied are you with your physical health/fitness?

- 0 1 2 3 4 5 6 7 8 9 10

Question 2. On a scale of 0 – 10 (0 = zero satisfaction, 10 = completely satisfied) how happy and satisfied are you with your mental wellbeing?

- 0 1 2 3 4 5 6 7 8 9 10

Question 3. If there is one thing that you would choose to improve with regards to your overall health and wellbeing, what would it be?

Answer

- Asking questions around a member's subjective measures of their own health and wellbeing helps us to serve our members' needs in a greater way. With programs like Empower and Empower Online, we now have the means to support members in areas of their mental and emotional wellbeing that may be a road block to seeing their full potential of results in club.



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What to do with the answers

- It is important to understand there are no right or wrong answers to these questions. They simply shine a light on where you could further personalise the member's journey in Fernwood based on where they feel they are at.

Questions 1 & 2

- Once the member has rated their level of satisfaction. You could then ask:

"Is there a particular reason why you have given yourself this score right now?"

If the score is on the lower end...

"Where would you like your satisfaction to be?"

"What do you think would help you get there?"

Question 3

- This question helps to pinpoint the 'pain-point' for the member, often the key driver as to why they have joined your Fernwood club. It will expose the area they most wish to improve. A further question could be:

"Is there a particular reason you have chosen this to be the one thing you would improve?"

- Depending on the answers to all of the above, you may find it easy and appropriate to recommend an appropriate service to the member at this point such as Empower, FIIT30, FIITRIGHT, PT, Food Coaching or a specific group fitness class.

PLEASE NOTE If you have concerns for the member's emotional and mental state of wellbeing proceed into a mental health first aid conversation.

- NSO requires all Fernwood Trainers to be MHFA certified within the first 3 months of their employment. Please contact helpdesk@fernwoodfitness.com.au to enquire about the next available training in your state.

How does the member access their Body Scan results?

- Depending on which body scanner you have available in club, this will dictate where the member can review this information. If your club has either an In-Body Scanner or Tanita Body Scanner, as these are compatible with pro.mywellness, it will load this information into the member's profile on both their pro.mywellness profile, as well as in their Fernwood App for the member to access at any time.



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PLEASE NOTE If you require more information about Technogym approved Body Scanners please email Help Desk helpdesk@fernwoodfitness.com.au

What if our club doesn't have a Body Scanner?

- The Technogym kiosk has the ability to easily connect with approved Body Scanners and this is the recommended NSO experience. In the meantime, an alternative to the Body Scan would be a blood pressure, weight and measurement check.

How do members book for the Health & Wellness Check In appointment?

- We have set up the new role 'Fernwood Trainer' in Exerp so that you can open up their working times, similar to what you have done previously with either a Fitness Coach or Member Motivator role. There will be a dedicated calendar to host all Fernwood Trainer appointments, including the health and wellness check-in appointments. You can run these appointments for 15 minutes or 30 minutes depending on the requirements for that member.
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NEW MEMBER EVENT

Another way to create a community culture in club is to host a new member event once per month, open to all new members who joined in the last 6 months. The idea is that it is a simple, low cost occasion where club staff facilitate a meet and greet and perhaps share information that might be relevant to new members. For example, health topics, upcoming club challenges, events etc.

The time of the event should change each month to ensure that every member has a chance to attend, for example:

- **AUGUST** Weekday mid-morning
- **SEPTEMBER** Saturday morning
- **OCTOBER** Weekday evening

What happens after the first six weeks?

- So that we continue to celebrate important milestones in our members' journey with us, after their 12 Step Passport completion gift, the following visit milestone journey has been created.

50 VISITS = \$15 Fernwood Voucher

250 VISITS = \$35 Fernwood Voucher

750 VISITS = \$75 Fernwood Voucher

100 VISITS = \$25 Fernwood Voucher

500 VISITS = \$50 Fernwood Voucher

1000 VISITS = \$100 Fernwood Voucher



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 <p>\$15 FERNWOOD VOUCHER</p> <p>Please present in club to redeem</p> <p><small>TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.</small></p>	 <p>\$25 FERNWOOD VOUCHER</p> <p>Please present in club to redeem</p> <p><small>TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.</small></p>	 <p>\$35 FERNWOOD VOUCHER</p> <p>Please present in club to redeem</p> <p><small>TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.</small></p>
 <p>\$50 FERNWOOD VOUCHER</p> <p>Please present in club to redeem</p> <p><small>TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.</small></p>	 <p>\$75 FERNWOOD VOUCHER</p> <p>Please present in club to redeem</p> <p><small>TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.</small></p>	 <p>\$100 FERNWOOD VOUCHER</p> <p>Please present in club to redeem</p> <p><small>TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.</small></p>

- To celebrate milestone visits that members reach, we have set up some automated emails that will be sent out via Agillic to recognise these milestones. These emails are sent based off visits that are recorded into Exerp. For example – when a member records their 50th visit in Exerp, they will have an email sent out to them within an hour of swiping into the club. Depending on the milestone, the member will receive a gift voucher as specified above.

50 visit milestone example email ➤

fitness fernwood®

Congrats FIRSTNAME

You've reached 50 Fernwood visits!

That's 50 times you've put yourself first, and made your health, fitness and wellness a priority. You should be so incredibly proud of yourself for what you have achieved.

Your commitment is an inspiration to all the women in our community, and we couldn't be happier that we are all taking this journey together.

As a community of women dedicated to supporting each other, we wanted to congratulate your achievement with a small gift.



\$15
**FERNWOOD
VOUCHER**

Please present in club to redeem

TERMS & CONDITIONS APPLY. Voucher valid for 3 months from issue date. Valid for single use only. Not available in conjunction with any other offer.

Go on, treat yourself. You've earned it!

Simply present this voucher to reception and select your favourite in-club service to apply the voucher to.

Voucher can be redeemed on in-club services. Voucher cannot be used for direct debit or membership fees.



Stronger together

Stay motivated and moving! The more you visit the club, the more rewards you'll get.

We can't wait to see you in club soon!



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How do we process these vouchers in club?

- Each voucher has been set up with its own campaign code, so this can be applied to Front Desk sales to apply the discount for members.
- **\$15 Fernwood Voucher** - GC\$15
- **\$25 Fernwood Voucher** - GC\$25
- **\$35 Fernwood Voucher** - GC\$35
- **\$50 Fernwood Voucher** - GC\$50
- **\$75 Fernwood Voucher** - GC\$75
- **\$100 Fernwood Voucher** - GC\$100

1. When you process a transaction in the Front Desk, select the Discount button.
2. This will bring up a new window where you need to enter the specific campaign code.
3. Enter your campaign code and the relevant discount will be applied to the sale.

The screenshot illustrates the process of applying a Fernwood Voucher. At the top, a transaction for a 'Fernwood Hand Towel' at '\$5.00' is shown. Below the item details, there's a row of buttons: 'CANCEL', 'PARK', 'DISCOUNT' (which is circled in red), 'SELL ON BEHALF', and a '+' button. To the right, payment options are listed with '\$5.00' next to them: 'CARD (\$5.00)' and 'CASH (\$5.00)'. Below these, an 'OTHER PAYMENTS' section is visible. Two pink arrows point downwards from the transaction details to the 'Enter campaign code' modal window. This window has a close button 'X' at the top right. It contains the text 'Enter campaign code' and a 'Campaign code' input field containing 'GC\$15'. At the bottom are two buttons: 'Cancel' and 'Ok' (which is highlighted in dark purple).

PLEASE NOTE Gift cards must be used in a single transaction and cannot be split over multiple transactions.



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TRAINING

Club training to support roll out

- ▶ Webinar for all club staff to attend
 - ▶ Velpic videos created for how to run a Your Fernwood Onboarding Session and explaining the passport/MyFernwood
 - ▶ New member induction manual/toolkit created
-

EMAIL JOURNEY

Over the 6 weeks members will receive the below email journey. Each of these emails are complete with a video and a call to action to bring the member back to the club. Some of these will include a gift voucher to redeem in-club.

IMPORTANT NOTE Before signing up a member to any membership, you must ensure their email marketing preferences have been updated in Exerp first. If you do not do this, the member will not receive the welcome email, or any of the welcome journey emails, which include essential information including setting up their Fernwood App and MyFernwood account. These emails cannot be resent, even if the member updates their email marketing preferences later. You cannot change a member's email or SMS marketing or service preferences without their consent, so you must confirm their preferences with them before making any updates.

1. Welcome email explaining MyFernwood, My Passport and being part of the club
2. Maximising your training – the benefits of strength training and HIIT with a 3 sessions for \$99 gift voucher for PT
3. Understanding DOMS and stretching
4. Practicing mindfulness, the benefits of meditation, and explaining wellness with a \$20 off your next Empower session gift voucher
5. The importance of good nutrition, explaining the Mediterranean diet, the benefits of MyFernwood recipes
6. The benefits of group fitness classes and a balanced approach to fitness

Welcome 2 email example extract ▶

The screenshot shows a welcome email from MyFERNWOOD. The header features the brand name "MyFERNWOOD" with a pink and white logo, followed by the tagline "Women supporting women can do amazing things". Below the header is a video thumbnail showing a woman smiling in a gym setting. A play button icon is overlaid on the thumbnail. The video title "STRONGER. Together." is visible. At the bottom of the email, there is a greeting "Hello FIRSTNAME" with a heart icon, a "We're so glad you're here!" message, and a note about the benefits of joining Fernwood. There is also a "Welcome to Fernwood!" link at the very bottom.



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How to redeem Gift Cards in Exerp?

- When a member presents the gift cards in-club, you will need to process the discount as a campaign code. Please refer to the campaign codes below for the 3 pack for \$99 and the Empower program.
- **\$20 Empower Program Voucher PIF - EMPIF\$20**
- **\$20 Empower Program Voucher DD - EMPDD\$20**
- **3 Personal Training sessions for \$99 - 993PT** (this can only be used on a 3 pack of PT)

1. When you processing a transaction in the Front Desk, select the Discount button.
2. This will bring up a new window where will you need to enter the specific campaign code.
3. Enter your campaign code and a relevant discount will be applied to the sale.
4. You will notice a star will appear next to your product to confirm that the discount has been applied.

The diagram illustrates the process of applying a discount to a transaction. It consists of four main components connected by arrows:

- Main Transaction Screen:** Shows a transaction for "1 Empower Intensive Member" at "\$399.00". A "DISCOUNT" button is highlighted with a red oval. Below the screen, a message says "google.com is sharing your screen." and includes "Stop sharing" and "Hide" buttons.
- Enter campaign code Dialog:** A modal window titled "Enter campaign code" with a text input field containing "Campaign code EMPIF\$20". It has "Cancel" and "Ok" buttons.
- Enter campaign code Dialog:** Another modal window titled "Enter campaign code" with a text input field containing "Campaign code 993PT". It has "Cancel" and "Ok" buttons.
- Final Transaction Screen:** Shows the transaction after the discount is applied. The member is now listed as "1 Empower Intensive Member" with a star icon and the total amount is "\$379.00". The "DISCOUNT" button is still visible. Below the screen, there are "CANCEL", "PARK", "SELL ON BEHALF", and "+" buttons, along with "CASH ACCOUNT" and "PAYMENT ACCOUNT" tabs.

PLEASE NOTE Gift cards must be used in one single transaction and cannot be split over multiple transactions.



NEW MEMBER JOURNEY 2020 INDUCTION TOOLKIT

VELPIC LEARNING

- ▶ How to set up Your Fernwood Onboarding in PMW
- ▶ How to set up the Fernwood Trainer calendar and make a Health and Wellness Check In
- ▶ How to redeem a campaign code at the Front Desk
- ▶ Clip card report – how to view which members haven't redeemed their complimentary FIIT30 sessions (refer to the Operations Reports Velpic recording)