

## Fernwood Glossary of Terms



Term	Explanation
Active Member	A member with an active subscription in Exerp
Add-On	Membership add-on in Exerp, giving the member unlimited access to a service.
Bug Report	An anonymised report where clubs can view where they track against the rest of the network in a range of areas including but not limited to revenue and profit, coverage in service, member count etc.
Canva	Fernwood's design platform which houses our design templates and downloadable collateral
Cell IQ	Cell IQ is a cold, low level laser treatment for fat reduction and involves applying very low doses of light for a non-invasive and safe treatment on body fat.
Chatbot	Live chat feature on the Fernwood Website run by NSO
Clip Card	A session linked to a product in Exerp. E.g. A 3 pack of PT has 3 PT clips attached to it.
Coverage	The percentage of members within your member base that are paying for a particular service.
CRM	Lead Management tool found in EXERP
Custom Design Request	A form that must be filled and submitted to the Design Team when requesting a unique piece of Marketing Collateral.
DD	Direct Debit (this occurs fortnightly for clubs)
Deputy	Payroll system PLEASE NOTE: this is not used by all clubs but our recommended platform for payroll.
Division Ex	Divisionex is home to 4 unique, pre-choreographed group exercise programs suitable for all fitness levels and experience. Fernwood welcomes all Fitness Instructors and Trainers to learn and teach these simple

	programs, whilst immersing their participants in a fun, engaging and highly motivation group fitness experience.
Empower	The Empower programs are a part of Fernwood Wellness. These programs have been devised to support women on their personal wellbeing journey. Helping them to look holistically at their emotional and mental health to in turn bring about balance to dominant focus of physical fitness we have inherently seen across our industry to date.
Exerp	Exerp is your main system used in club for all processed, including but not limited to: <ul style="list-style-type: none"> <li>• Process POS &amp; membership purchases</li> <li>• Attend members</li> <li>• You can view/edit member profiles and view all details of their membership</li> <li>• CRM</li> <li>• Manage all bookings and services</li> </ul>
FernieVOD	Fernwood's virtual on demand video platform for clubs.
Fernwood Fusion	Fernwood Studios offer an empowering fitness and wellness experience, exclusive for women. Classes as Fernwood Fusion include Reformer Pilates, Vinyasa & Yin Yoga, Barre, Meditation, and our signature style, FusionX. Fusion Studios sit separately to our Fernwood Fitness studios.
Fernwood Pulse <b>(Pulse)</b>	Online member portal where they can access a workout and recipe library, manage bookings and make purchases through our online store.
FIIT30	FIIT30 is Fernwood's premium fitness high intensity interval training (HIIT), designed to deliver an intense full-body workout, in just 30 minutes.
Fixed Term	A membership that will end after a fixed term – e.g. 12 Months Fixed Term will terminate automatically at the end of the 12-month period.
Flexible Membership <b>(Flexi)</b>	A no lock-in contract membership option with no minimum term.
FOB	Fernwood Club Access Keycard

Food & Mood <b>(F&amp;M)</b>	The Food & Mood program incorporates mindset, motivation and most importantly delicious healthy food as the foundations for success. The program aims to support members on their health and/or weight management journey.
Free time	The process of putting free time on a member's account. This will credit the account of the member and re-calculate their debits.
Freeze	The process of putting a hold on a membership usually whilst they are on holiday or due to financial/medical reasons.
Gantner	24 Hour security system for members to access their club.
Gross Profit	Is the revenue from sales in a given period of time less cost of goods sold.
Helpdesk	Fernwood Club's hub for technical support and assistance.
HR Assured	Fernwood's outsourced HR management service for Franchisees
Inactive Member	A cancelled member in Exerp
Intranet	Fernwood Staff's internal hub of resources including Marketing and Operations documents, WTG and news.
Lead	A prospective member
Latitude Pay	Fernwood's <i>Buy Now Pay Later</i> option
Local Area Marketing <b>(LAM)</b>	Marketing undertaken by Fernwood clubs in their specific local area
Marketing Collateral	Marketing material including PDFs, posters, etc
Membership Gross Value	The total monetary value we calculate against our membership sales. This includes the value of the membership term, onboarding costs and pro-rata paid. E.g. 12 months membership debit, onboarding fee + pro-rata.
Mental Health First Aid <b>(MHFA)</b>	Mental Health First Aid is an online course for Fernwood Staff in the Workplace. This course will provide participants with a Mental Health First Aid (in the workplace) certificate issued by Mental Health First Aid Australia and will teach how to be a proficient Mental Health First Aiders in providing

	<p>initial support to adults (members and fellow staff members) who are developing a mental illness or experiencing a mental health crisis.</p> <p>Topics covered include: Mental illness in Australia, Depression, Anxiety, Suicide, Psychosis and Substance Use Disorder.</p>
Minimum Term	The earliest date a member can cancel their membership agreement without having to pay cancellation fees.
Net Profit	Sales revenue minus all costs
New Member Journey	The onboarding journey of a new member in the club. This includes automated emails, in-club programs and follow-ups.
NSO	National Support Office
Onboarding	The fee charged to a new member when joining. This gives the member access to the Fernwood app, Fernwood Pulse and their in-club onboarding.
Our Wellbeing	Fernwood's Wellbeing hub that is updated regularly to support the wellness and mental health of Fernwood Franchisees and staff
Personal Training	One-on-one PT sessions guided by a certified personal trainer.
POS	Point of sale (time of joining)
ProMyWellness	System used predominately by fitness staff in club, where they can manage their PT availability, schedule the group fitness timetable for the app and manage class & 1:1 bookings. This system also powers our Fernwood App.
PIF	Paid in full memberships
Reformer Pilates <b>(Reformer)</b>	Pilates using Reformer Pilates bed.
Subscription	Membership in Exerp
Superset	Reporting Platform for clubs
Swoogo	Website platform for Fernwood Event Registration and other trainings

Talkbox	<p>TalkBox is the email and SMS generator used to schedule national promotions on behalf of clubs. It also manages some automated communications: welcome email journey; member visit journey; etc.</p> <p>TalkBox is also used by Fernwood clubs as the communication system to schedule their local marketing emails and SMS campaigns.</p>
Teambeats	Teambeats is heart rate training by Technogym to facilitate FIIT30 sessions.
Uberall	Uberall allows clubs to respond to online reviews and update their search engine listing information (I.e. opening hours, contact details, etc.) across Google My Business, Bing, Apple Maps and other search engines, all in one place.
What's The Goss ( <b>WTG</b> )	Fernwood Network's weekly news delivered on the Intranet every Wednesday afternoon
Velpic	Fernwood staff e-learning platform