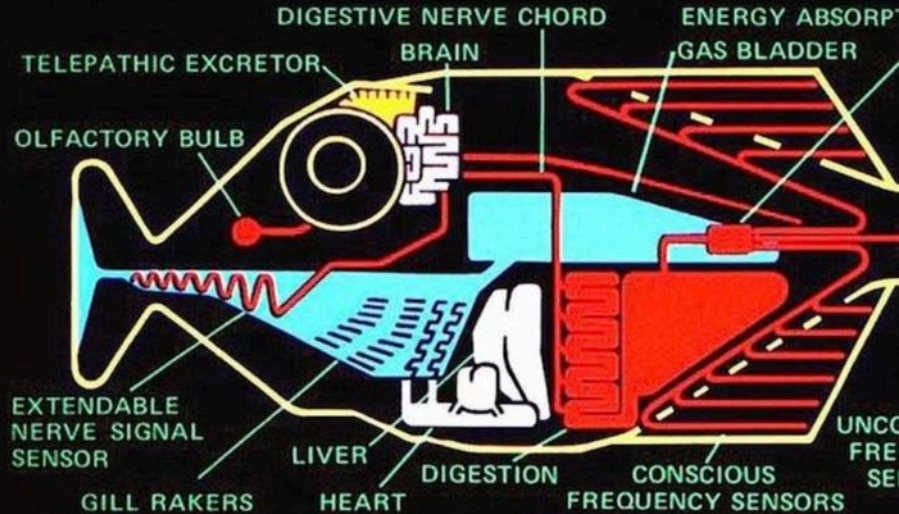
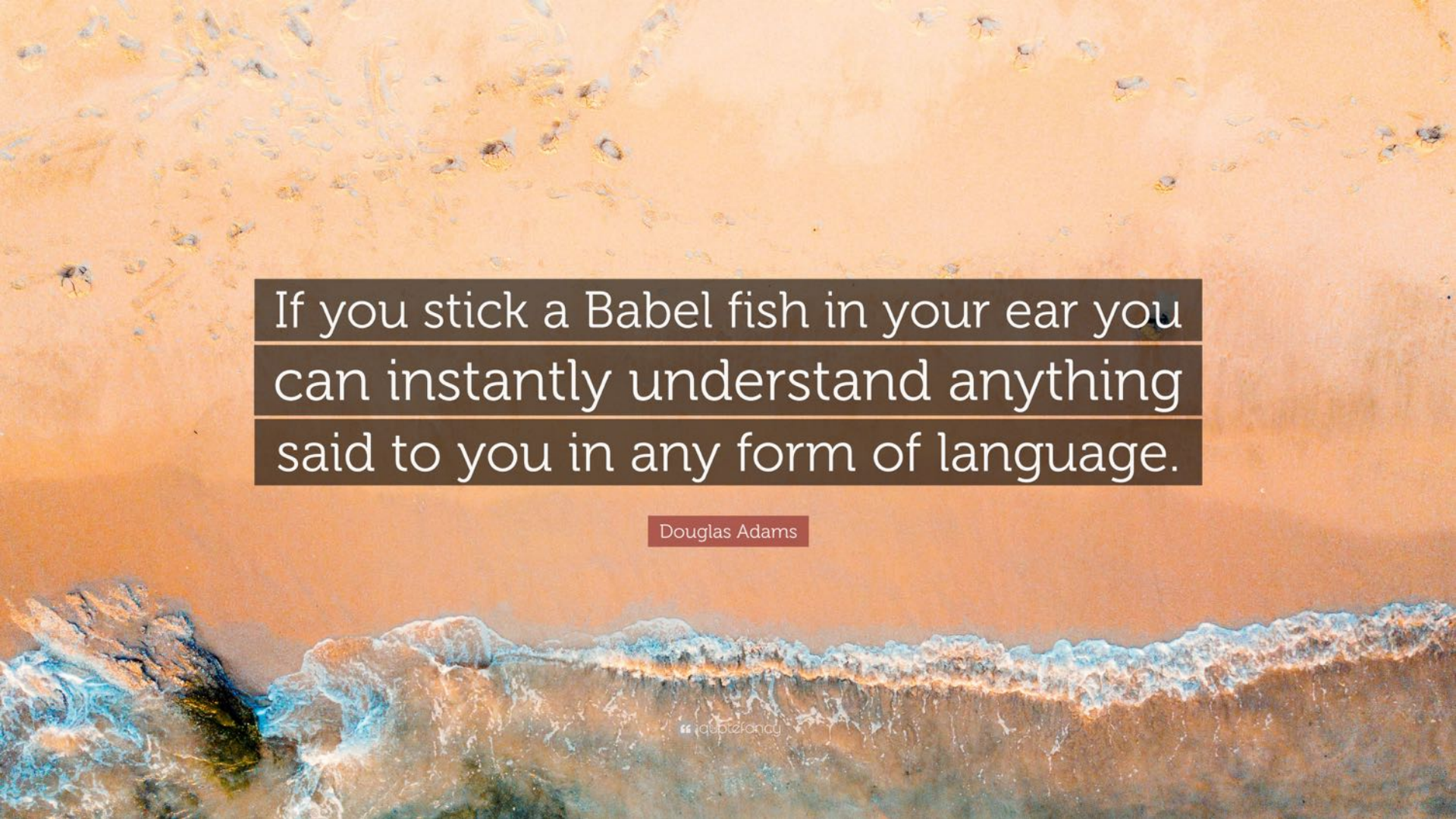


# Using the

## BABEL FISH



Caroline Bates & Mark Hirst



If you stick a Babel fish in your ear you  
can instantly understand anything  
said to you in any form of language.

Douglas Adams

“adaptability”

Turning data into insight & action





Engaging = Big Budgets??????



## The Satisfaction Caterpillar highlights the key areas of strength on human qualities of the RM.



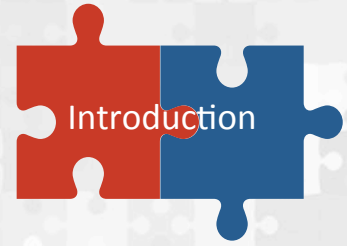
Q6 How would you rate your Relationship Manager on the following? Base = 484 (all respondents) net of scores 4 and 5 out of 5 point scale



Top Tips for moderate budgets!



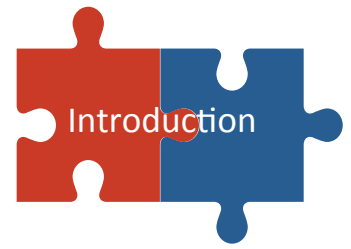
*10,000 pages of data*



*14,000 team members*

*1 Million members*

*16 countries*





# Diet Coke vs Coke Zero



Carbonated Water  
Caramel Color  
Aspartame  
Phosphoric Acid  
Potassium Benzoate  
Natural Flavors  
Citric Acid  
Caffeine (46mg)



Carbonated Water  
Caramel Color  
Phosphoric Acid  
Aspartame  
Potassium Benzoate  
Natural Flavors  
Potassium Citrate  
Acesulfame Potassium  
Caffeine (34mg)



# *Building the Toolkit*

*Workshops*

*Names*

*Guides &  
Factsheets*

*Films*



*Icons*

*Personas*

*Animations*



# *Names & Icons*



# Personas



## Segment A

**Show me how and let's track my progress.**



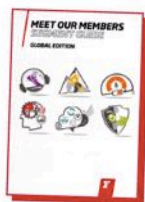
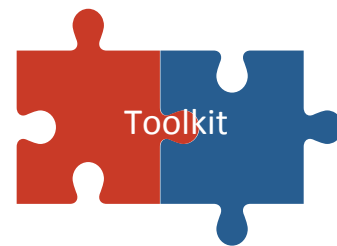
### About me

*For me, the gym exists simply to help me get in shape. I don't love working out, in fact going to the gym is a bit intimidating really; everyone else is sweating away, looking like pros, while I'm there wondering if what I'm doing is having any impact at all. But it is something I've been making myself do because, ultimately, I want be able to look in the mirror, be pleased with what I see and know it's my hard work that's got me results.*

*My biggest problem has always been knowing what works. Which exercises should I be doing with the weights? Which machine will help me burn the most fat? Should I be following the same workout every time I come? That's why having a personal trainer has been amazing. I've learned so much and I now know I'm making the most of my sessions.*

*My trainer's shown me how to track my progress using apps, which I love - it's a real motivator. And what's even better is that I can physically see results too, and that makes coming here, well, almost enjoyable!*

# Guides & Factsheets



## GLOBAL GUIDE

- ▶ Gives a view of our member segments for our whole business.
- ▶ Great to use with group wide initiatives to understand & target particular types of members.



## GLOBAL FACTSHEETS

- ▶ Contains one page summaries of each of the member segments.
- ▶ This set is really useful to obtain a speedy download of the characteristics of each group.



## UK GUIDE

- ▶ Gives a more in depth look at the segments including details on demographics and media habits.

**In a nutshell!**

- ▶ Have specific goals and been to track their progress via technology
- ▶ Do see exercise as a chore so are most likely to show interest in using a PT
- ▶ Are unhappy with their body shape

### Core Characteristics

POSITION OF A MEMBER SEGMENT ON NEED SPECTRUM OF TO NEAREST



### Key Brand Measures

MEMBERS WHO THINK FITNESS FIRST CARE



SATISFACTION WITH FITNESS FIRST



MEMBERS THAT ENVIAGE STARTING



Global Membership 2015 14% TARGET 25% 25% 25% 25%

NPS -3.3

High social media engagement



ON AVERAGE 77 MINUTES PER DAY

### Interest in new services



PERCEIVED VALUE OF INTEREST IN THE SERVICE

## Segment A

"Getting proper training from a personal trainer was all that I needed to improve my fitness. And I do not regret having 1:1 personal trainings."

Female 28-35, Mid income

"Have trainers that are available to go the extra mile and give members pointers on how to do things better and get more out of their workout."

Female 35-39, Singapore

"At first I was hesitant because it was my first time but when I read that it would be a great help, it felt amazing."

Female 20-25, Mid income

"I was looking for more specific direction and it [personal trainer] came at the right time, so I was open to an approach."

Female 40-45, Australia

### HOW CAN FITNESS FIRST ATTRACT THEM?

- ▶ Use our products and services to achieve your goals

### WHAT SHOULD FITNESS FIRST COMMUNICATE TO THEM?

- ▶ Talk about support through PTs, classes and Community

### HOW CAN FITNESS FIRST IMPROVE THEIR CLUB EXPERIENCE?

- ▶ Teach them something new
- ▶ Show them they are making progress

### HOW CAN FITNESS FIRST SAVE THEM?

- ▶ Talk to them about: Progress towards their goals
- ▶ Show them how it shows progress





# Films & Animations



## Global Animations



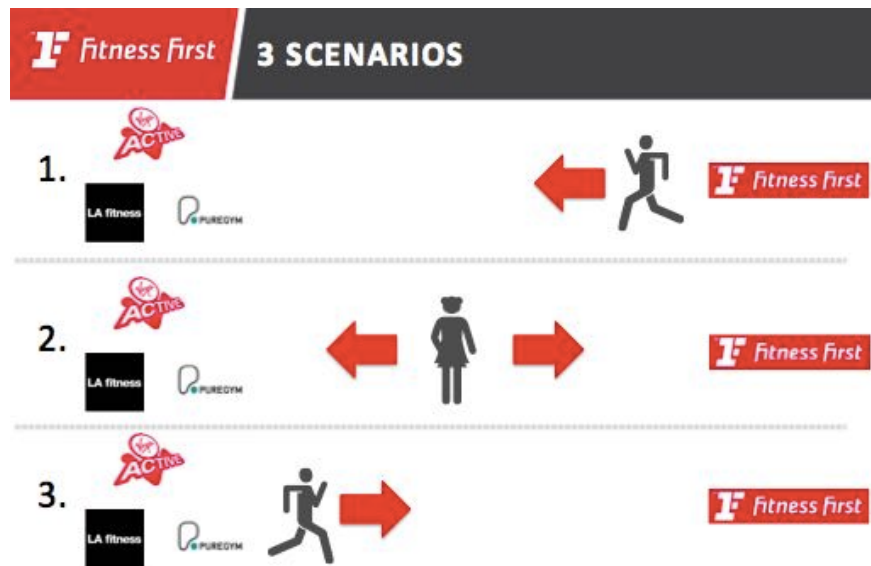
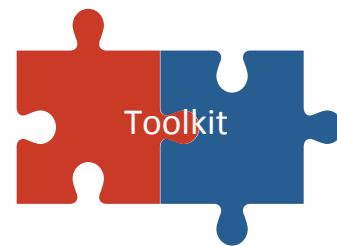
## Service Film



## Vision Film



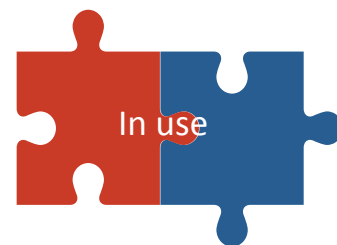
# Workshops

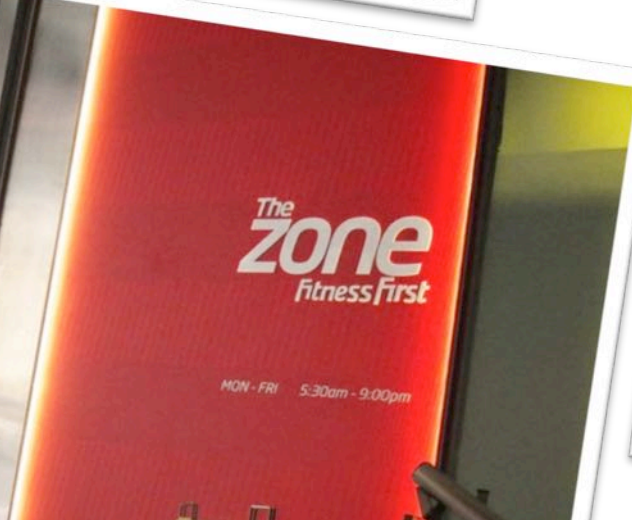
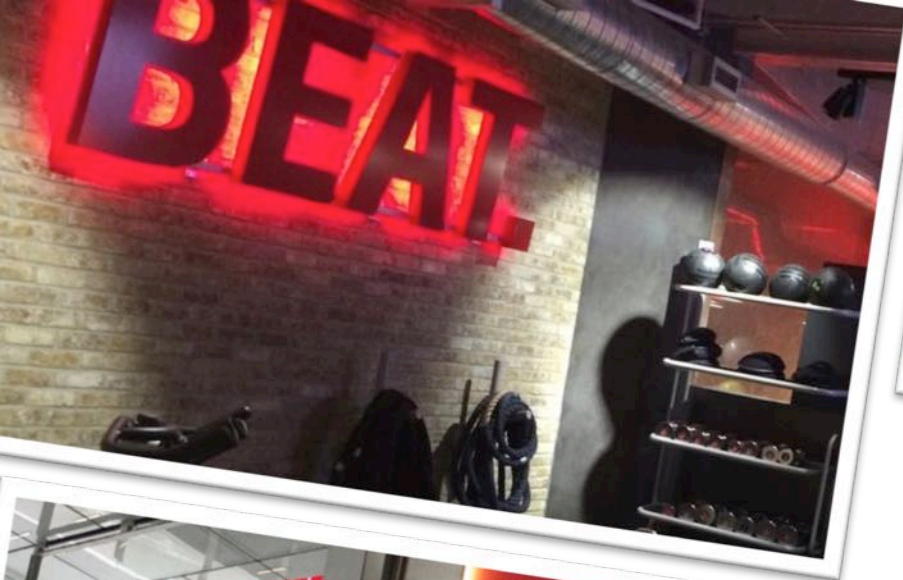




*Over to you*











**customfit**<sup>TM</sup>  
by Fitness First



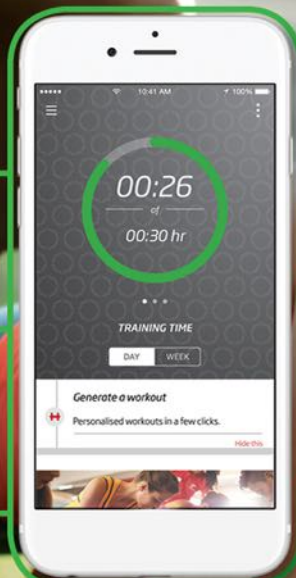
TRACK YOUR  
PROGRESS



PERSONALISED  
DASHBOARD



PLANNER



PERSONALISED  
WORKOUTS



EXERCISE  
LIBRARY



SELECT CLUBS  
AND CLASSES

# TAKE YOUR TRAINING FURTHER WITH OUR FREE FITNESS FIRST APP

*Download the app today*





# *Business Results*





Target  
membership up!

54% to **67%**

10% rise  
in employee  
engagement

**2.5%**  
Increase in  
revenue

Cost  
per  
acquisition  
reduced by  
**50%**

**10%** increase  
in member  
satisfaction

Digital leads  
Increased  
By **50%**

NPS increased by  
**12 pts**

EBITDA  
margin  
Up by **2%**



ROI from Day 0

Engage the frontline

Walk the talk

Find your advocates



Re-prioritise time



An engaging destination



Interactivity

Are you going to come and see?



A growing area



More access please!



First impressions





# HITCHIN

STAFF SANCTUARY  
CREEK



BEGINNING  
BAR

WELCOME  
BEACH

SERVICE SANDS

TRANQUILITY  
ISLAND

ADVERTISING  
ATOLL

COMPASS  
KEY

ISLE OF  
LOST  
PRODUCTS

CHECK-OUT  
CAY(OS)

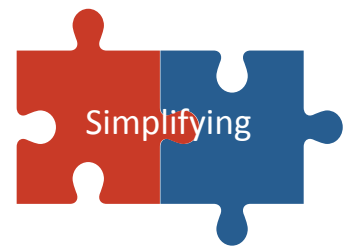
INDEPENDENT  
ARCHIPELAGO

CENTRAL CUSTOMER CURRENT

LUXURY LAGOON

THE  
BEACON







Trusted Provider

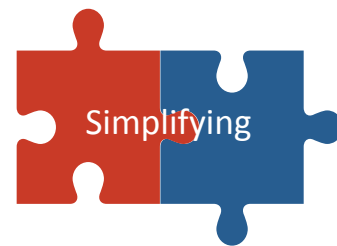


## *If I don't understand you, why should I trust you?*

- Simplicity needs to be at the heart of all communications
- Too much information can confuse customers and undermine their trust

Clarity, simplicity and openness are critical building blocks for trust

*I don't have a bloody clue. I would have to Google what some of that stuff is.*  
– White Collar, 35 - 50



Easy to Deal With



**20%**  
of customers  
are happy to deal  
with us via  
web chat

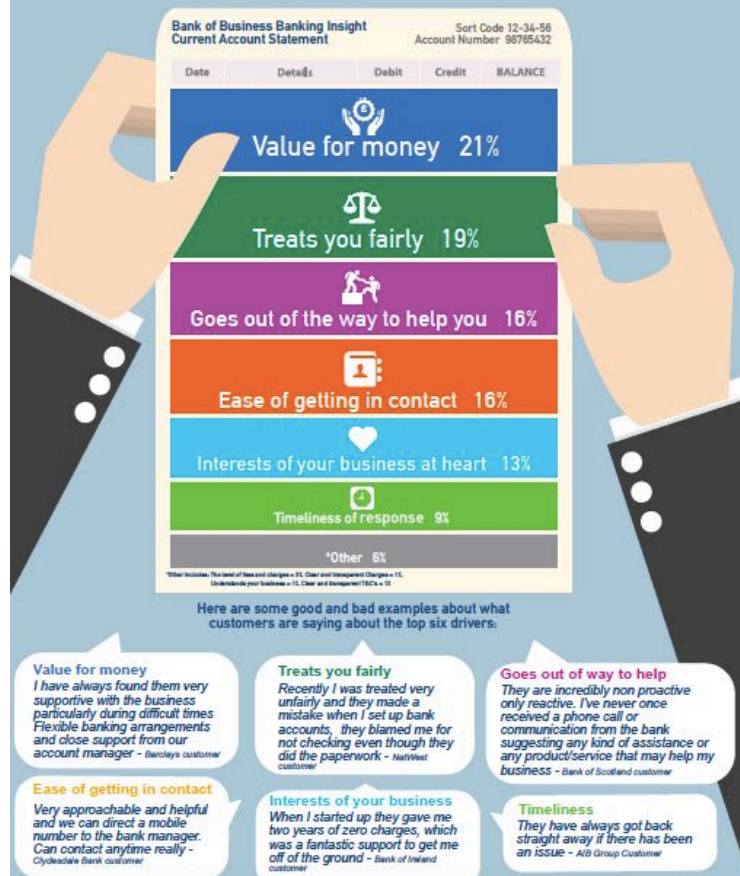
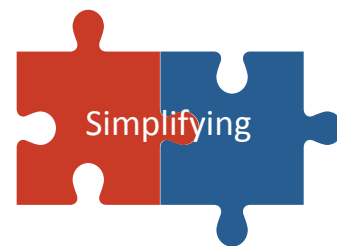
## *Make things easy for me – not you*

- Access to information needs to be available through multiple channels
- Providing multi-channel access is key to helping customers manage products themselves
- Customers are increasingly used to transacting with companies via PCs, tablets and smartphones – it's whatever works for them

Reducing customer effort is one of the key ways to drive loyalty

*I tend to do my own research on the internet but if a product is complicated or new I want to call and when I want advice, I want it F2F*

# Key drivers of current account advocacy for SMEs

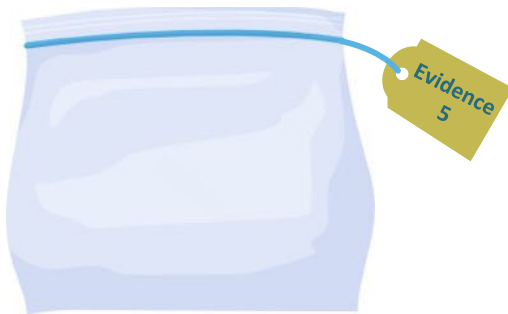
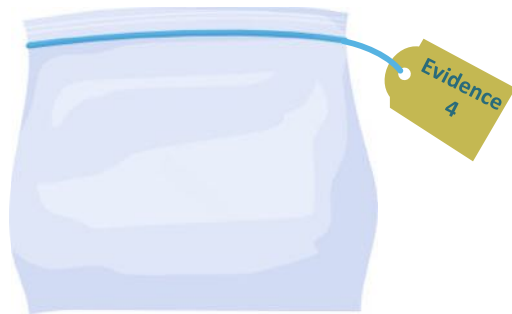
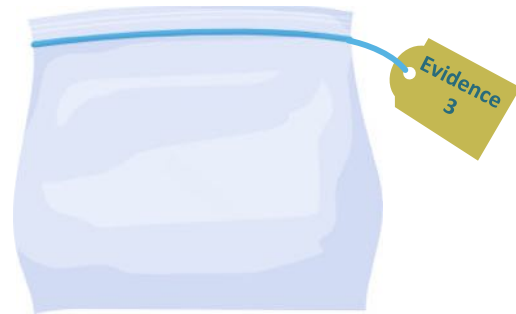
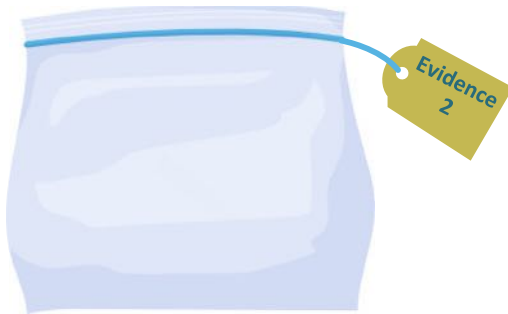
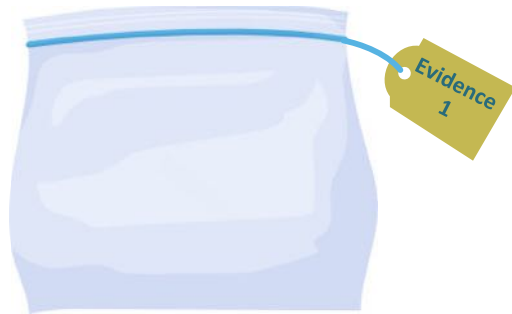




# Gathering the evidence



# Evidence capture



What are your best  
'Blue Peter'  
moments?????



# Key Lessons board

Data is all around us!

Let the insights shine through



Learn from others

Making sure you are maximising existing insight

You have the insight but has it landed?

Any insight is only an insight if its used!

Walk the talk

ROI from day 0

Find your advocates

Engage visitor facing staff with your findings







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[markh@cie.uk.com](mailto:markh@cie.uk.com)

[#babel\\_fish](#)