

**For organisations that care about what their members think**



Understanding what your members think about your organisation is fundamental to you retaining them and growing them.

Don't ask them to fill in surveys... Give them the opportunity to share their experiences with you, good & bad.

Sound simple? It is with the Gather platform.

Enable your members to be your secret shoppers. They are experiencing your services, staff, products, environment everyday. Give them an easy and highly accessible way to share their views, thoughts and suggestions, so you know what you are doing well and where your attention might be needed.

Become a pro-active not a reactive organisation via Gathers instant alerting. Enabling you to prevent issues from festering into larger problems due to real-time handling, as opposed to dealing with issues months after they have happened and thereby potentially losing members.

Membership retention in the Leisure and Fitness industry is a challenge, here are some statistics to explain

- Members Renew Annually at a Rate of 67%.
- By Month Six, Only One-Third of Members Show Up Regularly.
- New Members Cost 5x as Much as Retained Ones.

As detailed by ClubWise  
January 2024

Statics by UKActive

