



Need intensifies, often due to not fitting into clothing

Emotional decision - "I need to change"

Before

Come into the studio to find out more in person

Need to meet emotional need of woman

Who?

Demonstrate how workout helps solve problems

Susan has recently reached a point where she needs to make some changes

Price less an issue, emotional promise made to help

During

Consultation and signup

Reminder to come in for first workout

CONTOURS

SERVICE CREATION

THE CONTEXT

Contours is a female only fitness studio with close to 200 studios across every State and territory within Australia. Originally developed in America, the Australian arm of the Franchise opened its first studio in Australia in March 2005. In a short period of time, Contours has been very successful in quickly growing a women’s fitness franchise and gaining critical mass from a standing start.

Contours found that even though their customers were very outwardly positive towards them, they were experiencing higher rates of churn than was acceptable to the business. Like all businesses they didn’t want to spend the effort to add new customers just to see old ones leave because they didn’t feel appreciated.

The next phase of its success rested heavily on the ability of the organisation to grow the total member base through both acquisition strategies and deliver a remarkable customer experience to maintain its member base for longer.

Proto Partners’ role was to undertake an evaluation of the Business and its customers and provide the Board a recommendation on how they could improve not only the customer experience but achieve it with zero capital investment.

THE BUSINESS OBJECTIVE

Develop an improvement in the customer experience of current members to reduce churn post contract and provide new ways to increase new members using existing infrastructure.

THE BUSINESS CHALLENGE

“What is the right approach to keep our studio members active for longer”.



SERVICE DESIGN STRATEGY

Proto Partners knew that if we could spend enough time with not only Contours members, but also Studio staff that we would learn everything we needed to know to help Contours management find the answers to what they were looking for - and so it was.

We immersed ourselves in hundreds of pages of consumer research, we hung out in fitness studios and just observed what happened and asked questions to understand why it happened that way, we took classes, we shot lots of photos, went through the membership signup process and talked to new and old members about what it was like to be a woman in 2009.

They shared their fitness lives but more importantly they shared their hopes, dreams and aspirations and within the hours and hours of relaxed conversation and online diaries that were filled out lay the answers.

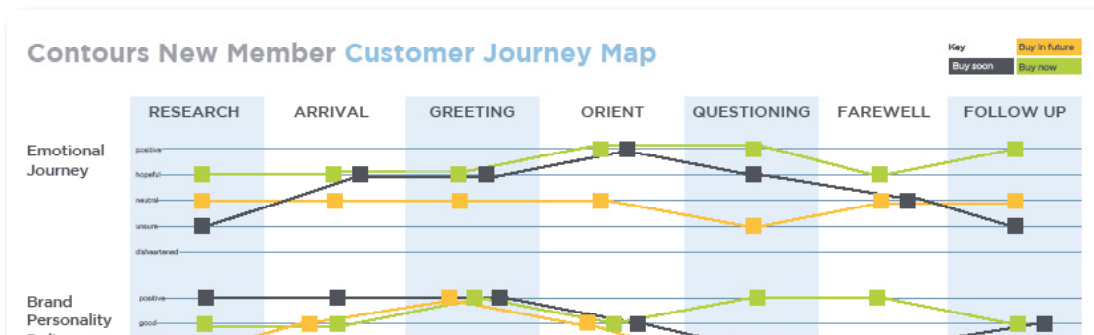
After employing an array of 5 different research methods, Proto Partners uncovered a number of deep insights into why mature women attended the gym which resulted in a totally new approach to designing the customer experience.

THE BUSINESS OUTCOME

Using the insights in combination with some innovative work in business modelling, Proto Partners developed:

- ④ A customer engagement program that would ensure that a significantly higher number of customers substantially increased their membership tenure, resulting in a savings in acquisition activity and an increase of up to 66% in customer profitability.
- ④ A new service concept that opened up a totally untapped market opportunity that required no investment and increased membership potential by up to 25%. With no added costs to launch, the majority of revenue will flow straight to the bottom line.

These improvements in customer profitability were delivered by first understanding the true needs and drivers of Australian women and then creating services that met these needs and delivered a great customer experience in a sustainable and repeatable way.





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Case Study

PROTO PARTNERS SERVICE DESIGN