



# Reducing attrition by 8% with VI Engage

The right interventions at the right time  
drove an increase in retention.

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## CHALLENGE



With 5,000 franchised locations in 50 countries, this fitness company was seeing an annual member attrition of more than 50%. But retaining existing members costs 7x less than acquiring new ones. To shift this pattern, they needed to ensure as many members were active and engaged as possible, since those individuals are 76% less likely to churn.

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## OPPORTUNITY



With vast experience using AI technology to drive results for fitness centers, VI Engage maximizes engagement, retention, utilization, and health outcomes through predictive and personalized communications at scale. This results in increased physical and digital usage and overall increase in lifetime value of a member.

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## SOLUTION



VI Engage is able to predict and identify at-risk members with the potential to become disengaged, a signal that they could be at risk of churn in the future. In order to reduce this likelihood, VI Engage is able to recommend optimal engagement tactics for this fitness company to deploy. This AI-enabled system continues to learn and optimize over time.

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## RESULTS

Across more than 2,500 fitness clubs, VI Engage connected with more than 3M members and increased usage activity by more than 20%

<b>8%</b>	<b>\$20,000</b>	<b>\$30M</b>	<b>10%</b>
Reduced Attrition	Annual Value Per Club	Annual Value	Increased Average Member Spend

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“This is lead optimization for retention...a home run that will save insane amounts of costs. I’m so happy [they are] moving in this direction.”

— GM and Owner, Fitness Club Franchise