

## **Eagle Fitness Recovers over 75% of Billing Returns with Textmunication SMS Solutions**

**Club:** Eagle Fitness in Reno and Sparks, NV since 2001

**Testimonial by:** Eagle Fitness Club Manager – Raquel Rehman who has used Textmunication service for the last 2 years.

**Objective:** To increase past due membership updates and collect funds faster on EFT declines.

**Call to Action/Offer:**

*“There has been an error processing your membership Payment. Please call 7756268686 to update your payment or on your next workout visit.”*

**What SMS feature so far has had the most impact on your business?**

*“The feature we see the most impact so far has been with returns. Texts are great because they stay on peoples phones, so even if they don’t respond immediately, every time they go into their phone to text (which is probably very often) they see that Eagle Fitness text.*

*People tend to call within the first hour after we send the text since all they have to do is click to get connected to us. This moves most of our recoveries to within the first 7 days of the billing date from what used to be about 3 weeks.”*

**What kinds of results are you experiencing on your billing notification text campaigns?**

*“On our billing decline campaigns here are the results for money collected in Jan & Feb 2015 for our Sparks location and for 2016 after we added the auto SMS option which saves a lot of time and gives even better results*

*Jan 2015 - 67%      Feb 2015 – 64%*

*Jan 2016 – 84%      Feb 2016 – 76% (with integrated auto SMS service)”*

**How has your experience been using Textmunication so far?**

Club Manager Raquel Rehman: *“Our experience with Textmunication has been nothing short of GREAT! We love having the first contact option with billing returns especially to be a text because people respond much quicker to that than an email or voice mail. We also use the text service on our ads and that is an awesome way to contact people because they are the ones prompting the call. So knowing they are 100% interested is great!”*

**How has your experience been working with the Textmunication Team?**

Club Manager Raquel Rehman: *“The Textmunication team is great! Super responsive I have worked with 3 different reps and they are all accommodating and understand how the clubs can best take advantage of SMS.”*

**Is the product easy to use and manage?**

Club Manager Raquel Rehman: *“The service is very easy to use. The interface is user friendly and intuitive. I don’t have any problems with it.”*

**Would you recommend Textmunication & mobile messaging to other clubs and why?**

Club Manager Raquel Rehman: *“I would recommend text message communication to any club large or small because it is a nice, unobtrusive way to contact members about issues, updates, or just offers you may have going in the club that they may want to know about.”*

