

Textmunication INCREASES WoW Work Out World's Decline Revenue by 12%

Name, City and State of Company:

Work Out World in New Jersey. 11 locations

SMS Solution Provider:

Textmunication in Pleasant Hill, Ca,

Duration of Campaign:

WoW Workout World launched Textmunication service January 2016 and service is still active today.

Objective:

To develop a more efficient way to connect with members on past due payments that are declined and most importantly re-coup their floating decline revenue in the fastest way possible.

Previous Billing Decline Process for WoW Work Out World:

With 11 locations and over 18,000 members we had the challenge of trying to collect decline revenue by individual phone calls where we often had to leave voice mails and make follow up calls. Email communication was also challenging for this purpose due to low and slow read rates. This was extremely time consuming therefore we had to create a team just to manage this process itself. Therefore we often felt like there was a smarter process for this to allow us to get more out of our staff at the club level rather chasing payments down.

Solution:

Textmunication automated or stand-alone billing decline SMS alerts. This allows us to have IMMEDIATE communication with our past due members, re-coup funds at a much faster pace, save an extreme amount of valuable time and last but not least allow our staff to focus on members, service and enrolling new members.

Call to Action:

The call to action is for the member and recipient of the SMS billing notification to contact their preferred locations billing manager by phone or in person. Here is an SMS example...

WoW Work Out World: There has been an error processing your membership payment. Please contact us at the club to update membership 7329728200

Outcome thus far:

So far we have experienced a 12% percent increase in declined credit card revenue. Not to mention the time our staff has saved has allowed focus to increase revenue efforts in other areas of the business as well as member retention.

How has your experience been working with the Textmunication Team?

TBD

Is the product easy to manage?

TBD

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

TBD