



Case Study

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In just 30 days and a series of 4 billing text launches, we experienced a 30% increase of initial decline collections which has continued every month since.

Kiara Rusconi

Executive Vice President

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Thoughts Before Beginning:

Of course all case studies are different. What makes this one so unique is that the words are from **Kiara Rusconi**, *the executive vice president of of cardio express fitness* herself. With that being said we view her words at the angle of our highest respect and to the utmost accuracy. If you have any questions comments or concerns, please feel free to contact us.

We hope this story inspires you.

Regards,
Textmunication Marketing Team

Questions

Contact by:

- Email: Marketing@textmunication.com
- Phone: 800-677-7003 Ext 101





Their Story:

“Cardio Express is a privately owned chain of fitness centers with locations throughout the Central Connecticut market. As with any small, growing organization, we are constantly working to identify ways to increase, productivity, efficiency and profitability. Operating a business in an ever encompassing digital era, they understand the importance of connecting with **members** the way they communicate, which is what brought them to exploring the possibilities that Textmunication can offer.”

- **Kiara Rusconi**

Background:

- Privately owned
- Small, but growing organization
- Seeking social capital empowering digital marketing technology
- Textmunication Customer since: September 2018
- Twin Oaks Software User





The Challenge In Depth

“As a relatively new Textmunication client, **we have already experienced significant results through their automated texting platform**, specifically related to billing notices. Part of the challenge with any recurring billing transaction is the inevitable declines experienced after the initial billing date and how to recapture those declines through a resubmit and collection process. Prior to our partnership with Textmunication, we did our best communicating with these members by making timely phone calls and, when possible, during their check-ins at the club.”

- **Kiara Rusconi**

Key Problems:

- Inevitable declines with recurring billing transactions
- Member communication





Automating Campaigns For Billing Collections

“While we thought we were fairly successful at our attempts to update billing information and collect payments for membership fees owed, it wasn't until our first month after we initiated billing text messages with Textmunication that we saw how much greater our results could be. In just 30 days and a series of 4 billing text launches, we experienced a 30% increase of initial decline collections which has continued every month since. The Textmunication messages combined with our routine billing calls by our team has proven to be the perfect combination to maximize our results.”

- **Kiara Rusconi**



The Result:

- **30% Increase** of initial decline collections on average every month
- Done in 30 days with a series of **4 campaigns**

