



# A Customer Experience Audit for Your Fitness Business





















## Virtual Experience

Your virtual experience should be just as seamless as what you offer in-person.

To be successful, you need a software that's reliable, easy-to-use (for both staff and clients), and integrated. With Mindbody's [Virtual Wellness Platform](#) it's simple to offer virtual services effectively and efficiently. Built specifically for the wellness industry, the virtual wellness platform offers all the features you need to be successful, including a pay wall (so only those who pay for classes can attend), email automation (to provide access to clients without extra work on your end), and automatic uploads (to give members access to authentic content anytime they want). Plus, the feature doesn't require any new passwords or third-party apps for staff or clients to log in, pay for, and enjoy virtual workouts.

**Check out our [step-by-step guide to bringing video into your fitness business](#).**

## Checkout

You might be at your front desk, you might not. You should be able to accept payments through your software and/or a mobile device. With the business app, your payment processing is integrated with the software so it's easy to accept payments and complete sales wherever your day takes you.

Keeping records of your transactions is key. Payment and contract details should be kept on file for easy reference. You can go paperless with digital contracts/memberships and receipts with the business app.

As a Mindbody customer, you'll have access to mobile [POS options](#) loaded with your business app. You can speed up every transaction, and take all forms of payment, including Apple Pay, Google Pay, and Samsung Pay. Capture digital signatures for contracts/memberships, waivers, and receipts, and print or email receipts, too.

Your customer's credit card information should be your top priority. With Mindbody, all credit card data is stored at PCI Level I standard data security (the highest standard out there), so you can rest assured that it's safe.

**Learn more about the business app and payments for [fitness businesses](#).**

# Dig Deeper: Loyalty

## Email and text message marketing

Set up automatic email and text campaigns that trigger for the right clients at the right time with [Marketing Suite](#).

Marketing Suite's robust automation helps to convert first visits, win back lost customers, and keep customers engaged based on criteria and segmented lists you create. Plus, you can set it and forget it, which means no ongoing work for you and your team.

Automated campaigns help nurture prospects and clients, regardless of where they are in their journey. Whether you're looking to convert new visitors to members or encourage referrals from loyal customers, automated email and text campaigns send the right message at the right time.

Consistent email newsletters can be one of the most effective ways to promote a new service or retail product, showcase your expertise, and maintain relationships with your clients. Marketing Suite fully integrates with your software so sending to your entire customer list is a breeze.

Remember: Each customer touchpoint should represent your brand. With [Marketing Suite](#), you'll have access to customised email templates. That way, you can create campaigns that align with the brand your customers love.

Check out our [email marketing guide](#) to learn more best practices.

## Branded mobile app

Customers want to check your schedule and find, book, and pay for classes whenever they want, wherever they are. With a [branded mobile app](#), you can stay connected with your customers and give them more access to your business.

A branded mobile app also helps improve engagement and retention with push notifications. Push notifications can be used to send reminders, schedule updates, highlight upcoming events and promotions, and more.

Check out [The Ultimate Guide to Using Push Notifications to Improve Retention](#).

# Dig Deeper: Advocacy

## Reviews

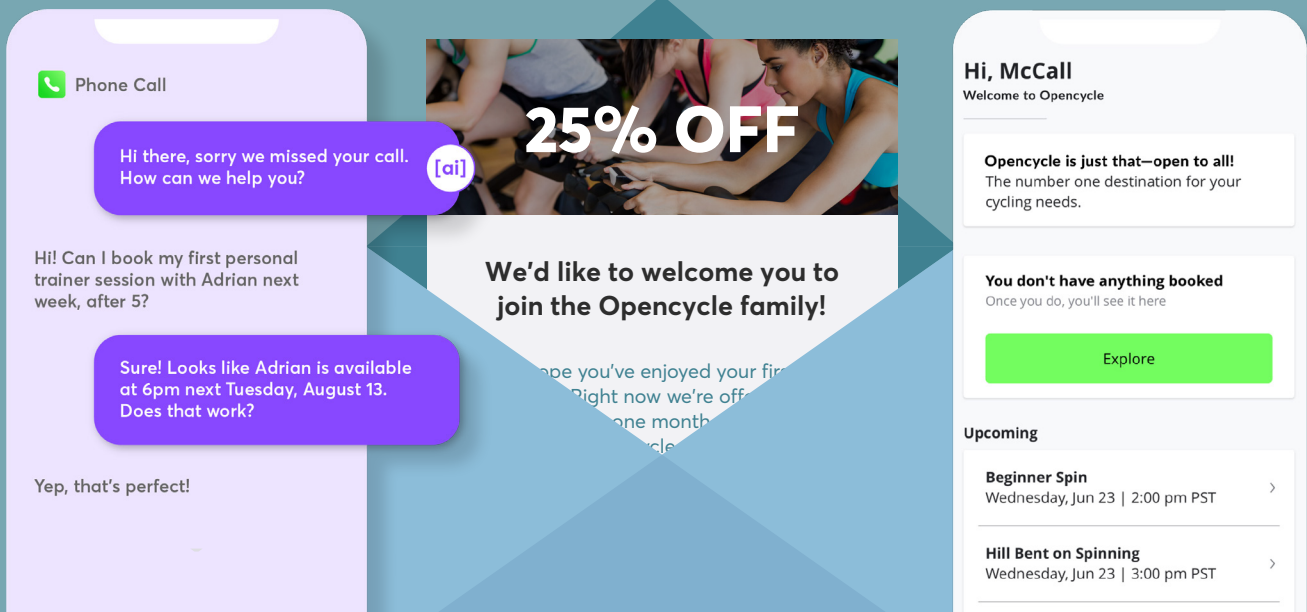
As you know, reviews are important. That's why you should regularly encourage your best customers to share positive feedback. Use [Marketing Suite](#) to automatically prompt your members to leave a review on your website, Facebook, Google, and other review sites.

## Referrals

The most effective form of marketing is word-of-mouth. In fact, **92% of customers rely on recommendations from friends and family**. A referral program can help increase your clientele and meet your revenue goals, and show members your appreciation.

Once you've defined your incentives (discounts on memberships, free classes or apparel, etc.) tell your clients about the program with email marketing, social media, and signage in your facility.

With the [retention tools](#) in Marketing Suite, you can automate the process and convert happy clients into advocates with rewards for referring friends and family.



# By now, you've seen where your business thrives and where you can provide an even better experience.

Remember—as you upgrade the customer touchpoints that need work, or confirm best practices where you're doing great—that consistency is key.

Customers should know they'll get the same high-quality service online that they would from your front desk staff. And, they should recognise your website, social media, and studio or gym as one, cohesive brand.

When all the elements work together, your business will be easy for customers to promote to their family, friends, and networks. You've got this—and we're here to help. [Schedule a consultation to learn more.](#)