



How to Retain Members at Your Cycling Studio

Retaining customers isn't easy for any kind of business.

In fitness it can be extra difficult, as the client requires a level of motivation. Creating a winning retention strategy pays off.

Acquiring new clients is three times more expensive for fitness studios than simply retaining existing members.

So, how do you foster motivation?

Gamifying the in-studio experience engages and retains clients. Provide your staff a streamlined connection with clients by using FitMetrix by MINDBODY at your cycling studio.

Here's a little more on what you can do with FitMetrix—before, during, and after class—to boost client retention rates.

Before Class

Set clients up for success by providing access to your brand and community, wherever they are.

Connect clients with your brand

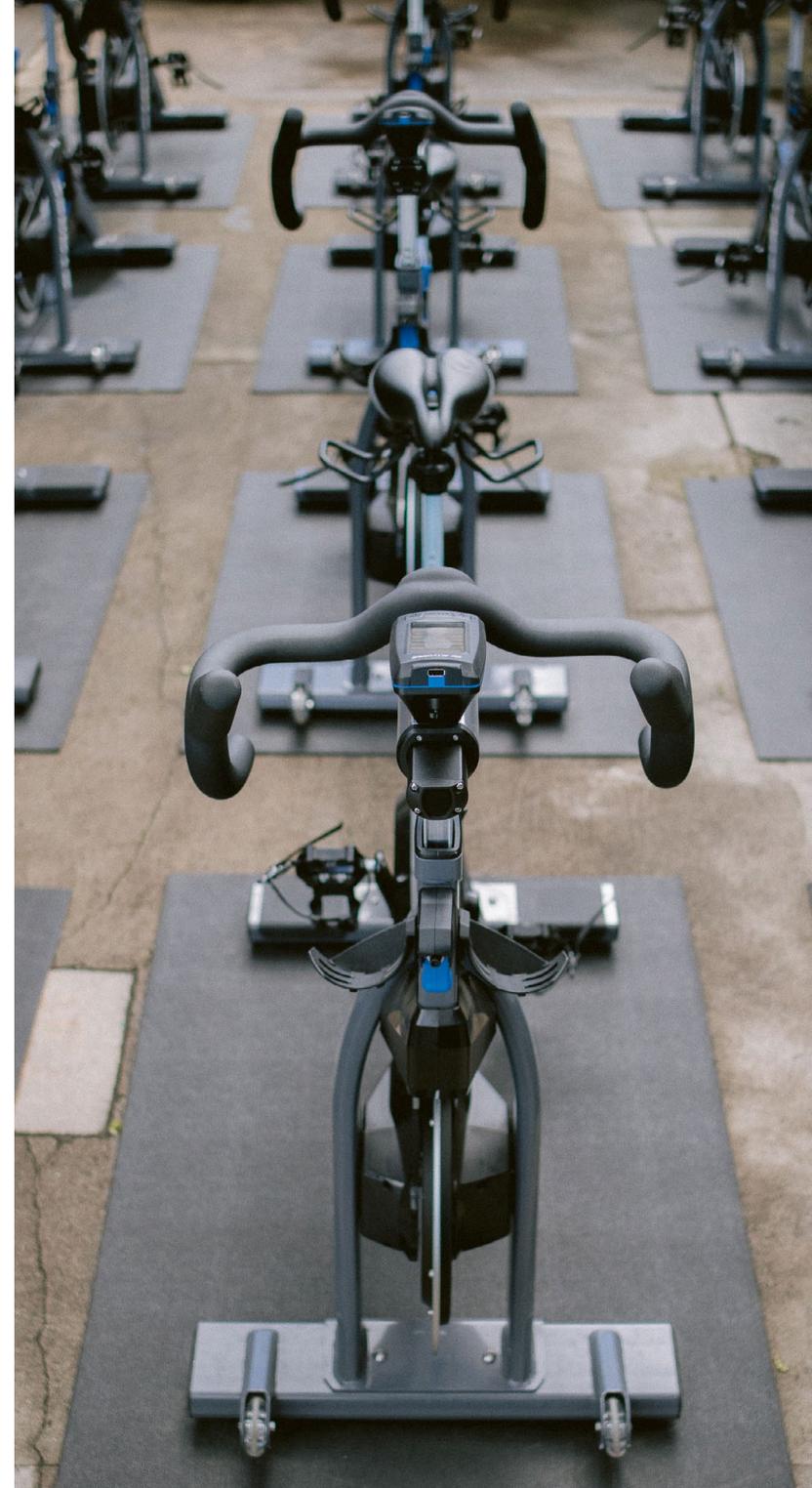
Make it easy for clients to engage with your business. Provide the information they want to see—your class descriptions, instructors, and schedule—and give them the ability to book from anywhere through your branded app or website.

Allow them to reserve their bikes ahead of time

Maybe it's human nature or just a quirk of the indoor cycling community, but regular members will like a certain bike in the room. Now they can snag it when they book online, well before walking into class.

Encourage attendance

Get clients in class regularly by incentivizing their attendance with a rewards system using FitMetrix. You can even increase attendance on slower days by awarding additional points for working out during off-peak times.





In Class

Customize your workouts to keep your clients engaged and enhance their ties with your studio.

Keep it interesting

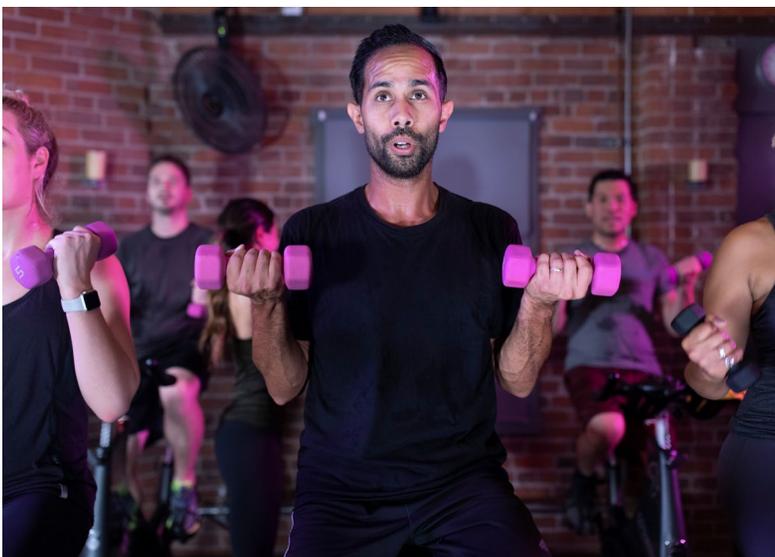
Sprints, team challenges, themed classes—with customizable tools like these, there's room to make every class fun and engaging for beginners and veterans alike.

Give them the stats in real-time

With FitMetrix, your results-driven members can know exactly how many:

- Watts of power they're generating.
- RPMs they've achieved.
- Heart rate zones they're in.
- Calories they've burned.

To stoke that competitive fire, customize leaderboards to display and rank your clients based on the metrics they care about most. With in-studio screens, clients can track their results in real time to compete and to reach their personal goals.



After Class

While your in-class experience can be amazing, it's the experience after class that makes all the difference—and keeps clients coming back.

Give them instant access to their progress

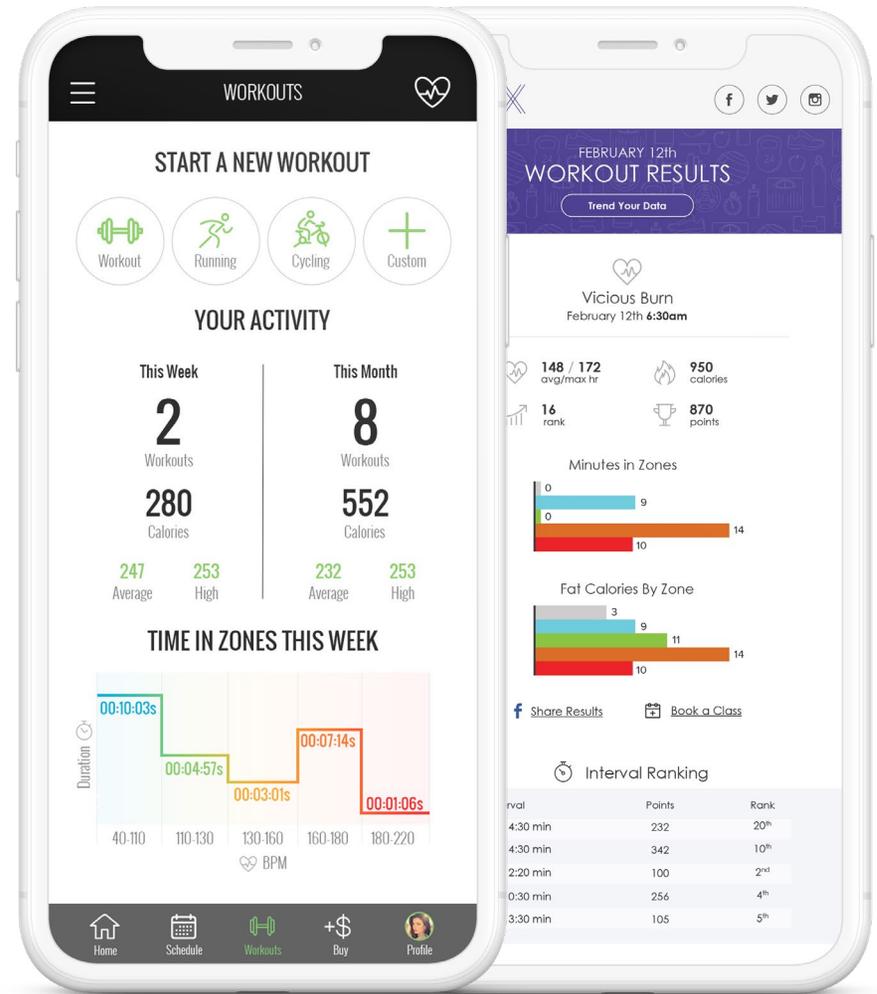
Using your branded app, members can take their results with them. Plus, they'll automatically receive an email with a summary of their results after class. Thanks to web tools, clients can also view their place in your leaderboard at home too. That means they can take a closer look at those performance metrics whenever they'd like, inspiring them to continue to enhance their results.

Stay in touch between workouts

With FitMetrix, it's easy to send your members automated messages to let them know you're thinking of them. Send them a quick motivating message or congratulations on a breakthrough workout.

Let them loose with custom challenges

Your most dedicated clients already probably engage in friendly competition during your classes. Encourage them to create their own personal challenges using FitMetrix to make each workout their own. Clients can engage with your community beyond classes too, tracking their workouts outside of the studio.



Build community—inside and outside the studio

Create strong bonds not only between your business and your clients but also among your clients. This will pay off in terms of retention, referrals, and accountability.

Think potlucks, bonfires, hikes, or anything else your active members might enjoy. The point here is that the leap from workout buddy-to-friend can happen more organically with a little nudge from you. Remember: Friends don't let friends bail on that early morning class.

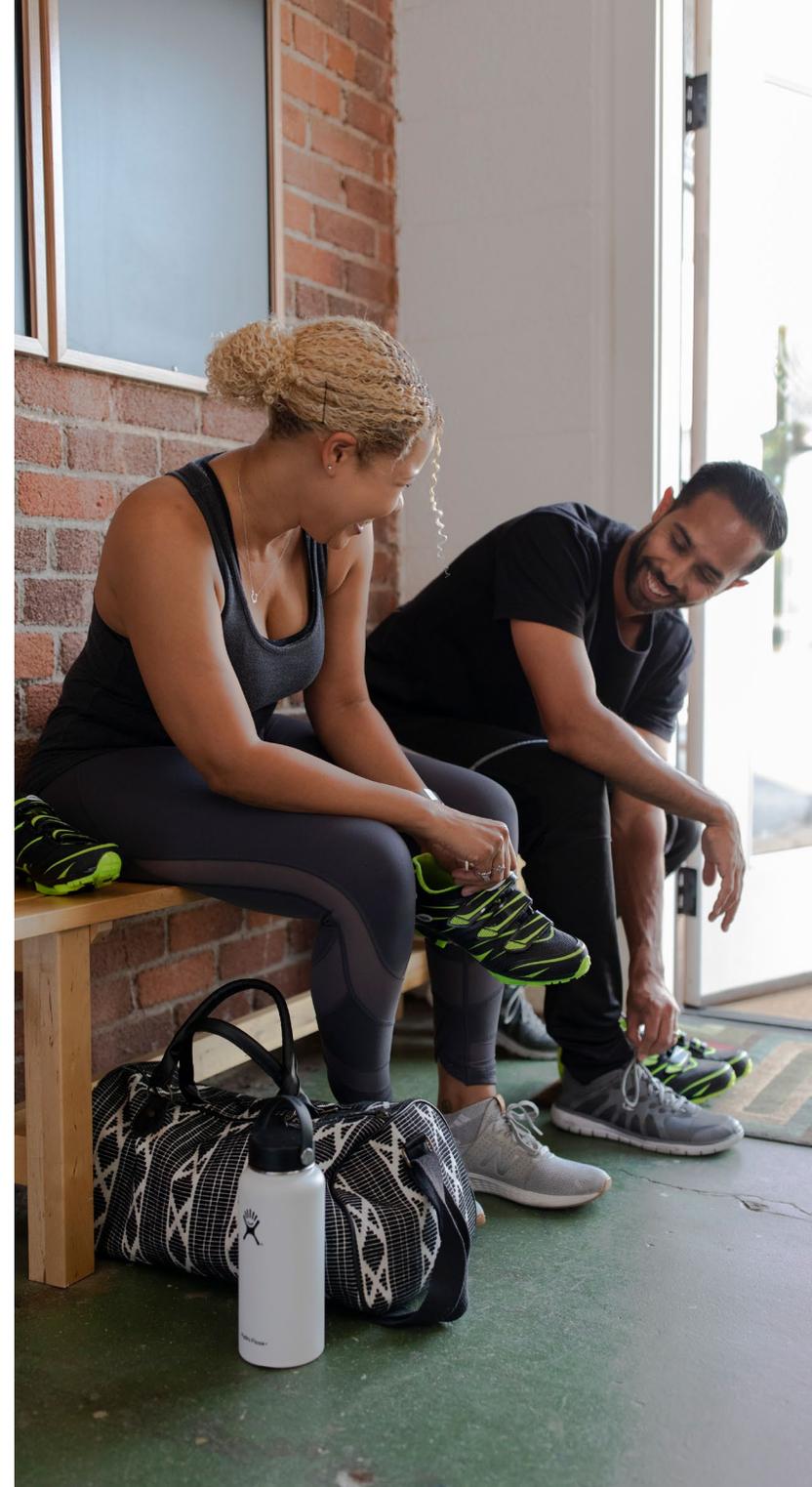
Reward them for talking about you

Your most loyal members make your best advocates. Easily reward clients for referring their friends and bringing guests with a built-in referral system.

It All Adds up to Better Retention

These are just a few of the strategies you can put in place. It's all about getting to know your members and understanding what means most to them.

Connect with us to see how [FitMetrix by MINDBODY](#) can help you create a better cycling studio experience.





To learn first-hand how FitMetrix by MINDBODY can position your business for success, [schedule a guided tour today.](#)