



TECHNOGYM



**B.C.**



**A.C.**

# Members

# -20%





A background image showing a business meeting. Several hands are visible, some pointing at various charts and graphs on a table. One hand holds a black and gold pen, pointing at a bar chart. The charts include bar graphs, line graphs, and pie charts, all in shades of blue and white. The overall scene suggests a professional discussion or presentation.

# Costs +20%





# WELCOME

THE WHOLE WORLD  
IS SHORT STAFFED.  
BE KIND TO THOSE  
THAT SHOWED UP.



MENU  
& MORE

Please wait to be seated  
We are cashless

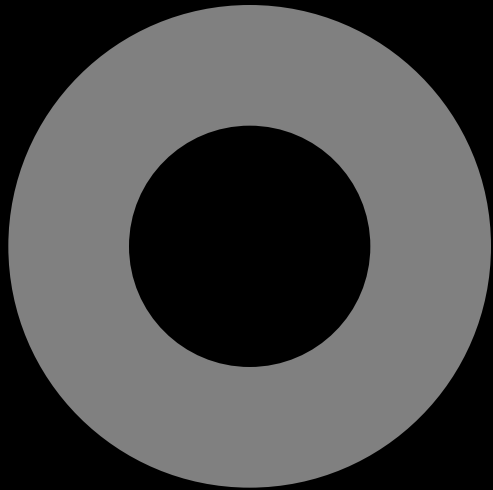


#9714

The industry did not fix the attraction and retention problem

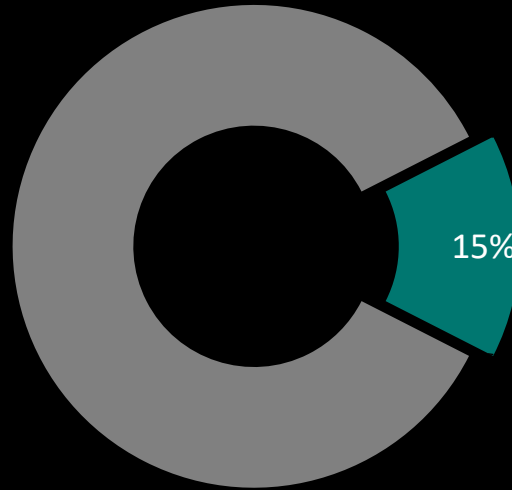
**100%**

want to be healthier



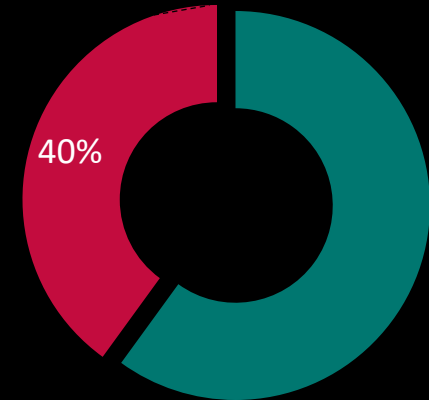
**15%**

have a membership



**40%**

leaves in a year



**And how to increase Customer Lifetime Value**

*Customer Lifetime Value*

=

*Average Value of Sale × Number of Transactions*  
*× Retention Time Period*

*A 5% increase in retention produces a 25% increase in profit.\**

*Acquiring a new customer is between 5x and 25x more expensive than retaining an existing customer.*

*The probability of converting an existing customer is between 60%-70%.\**

*Existing customers spend 67% more on average than new customers.\**



# Why they Stop?



**Bad Initial  
Experience**



**Family  
matters**



**Business  
trips**



**Holiday**



**Challenging  
time at work**

The secret: always in movement, never stop!









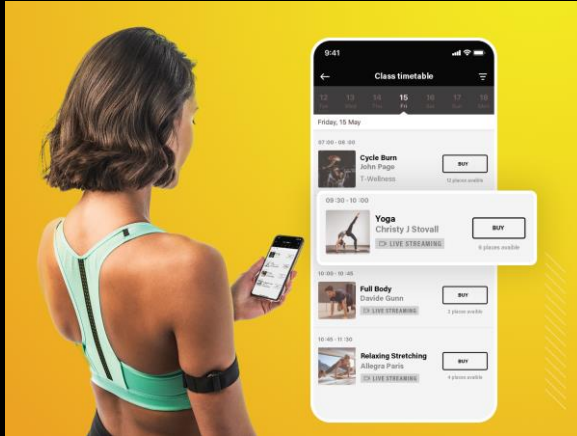
Know our people

Passion is retention



# Own the ecosystem

Superior results  
faster anytime  
anywhere with  
**Mobile  
Experience**



**COMMUNITY**



Personalized  
content and  
training  
experience  
**Technogym  
Live**

**DIGITAL**

Professional tools  
to design  
personalized  
journeys and  
increase  
attraction and  
retention with  
**Mywellness  
CRM**



**WELLNESS  
HUB**



**PHYSICAL**



Immersive  
group training  
experience with  
**Technogym  
formats**



Starbucks estimates  
that the average  
lifetime value of their  
customer is **\$14,099.**



# Race to go “up” or new strategies to increase secondary spend?



Convenience is attractive, but people are willing to spend more if they perceive value. Consumers pay for what they need.



**Low cost**



**Smart price**

# From location to experience

## The Club → Hub



Flexible membership model  
(on-site/on-line)



Fully digitalized  
environments



High quality programs &  
contents

## The training → Experience



Fun & engaging training  
experiences



Tailor Made Training  
Programs (On-site / On-line)



Precision training  
experiences  
(satisfy specific needs: be  
in shape, improve  
performance, etc.)

## The staff → community leaders



Qualified and  
fast in communication



Analyse Members data



Interaction and data tracking  
in one single app



# Upsell experiences to increase Customer Life Time Value



**SKILLRUN CLASS**



**OMNIA CLASS**



**SKILLROW CLASS**



**SKILLMILL H.I.I.T**



**SKILLBIKE CLASS**



**CARDIO AND STRENGTH**



**BIOCIRCUIT**



**GROUP CYCLE CLASS**



**SKILLRUN BOOTCAMP**



SKILL / ATHLETIC

What about you?

