

ENHANCING THE MEMBER EXPERIENCE

FOCUS ON RELATIONSHIP BUILDING

- + ACCOUNT SERVICE TEAM- PERSONAL REP

TOUCHPOINT PLAN

- + YEAR ROUND- PHONE, EMAIL, VISITS, NOTE CARDS

NEW ACCOUNT TRANSITION

- + ON BOARDING- REP INTRO, WELCOME PACKAGE

LISTEN TO MEMBERS

- + SURVEYS & SOCIAL MEDIA
- + CRM - INFORMATION IS KEY
- + REASONS FOR NOT RENEWING

SEASON TICKET MEMBER EXCLUSIVE BENEFITS

- + EVENTS & EXPERIENCES
- + LOW OR NO COST ITEMS

IDENTIFY HIGH RISK ACCOUNTS

- + 1 TO 3 YEAR ACCOUNTS
- + GET IN FRONT OF THESE ACCOUNTS EARLY

EMPLOYEE TRAINING & EXPERIENCES

- + HOW TO COMMUNICATE
- + OPEN ENDED QUESTIONS
- + CREATE OPPORTUNITIES FOR POSITIVE TOUCHPOINTS

RESULTS WE HAVE SEEN FROM THIS APPROACH

- + IMPROVED SERVICE RANKINGS
- + INCREASED RENEWAL %

IT STARTS
WITH ONE 