

Objective Reached!

100% of Activities Available Online

Abbecroft Leisure Achieves Four Goals through One Platform

Success Story, as Told by Claire Turnbull, Brand and Proposition Manager, Abbecroft Leisure

As a leading provider of health, fitness and wellbeing services in Suffolk, we recognised the need for a digital solution to enhance member engagement and streamline operations. So, in 2020, we partnered with myFitApp to develop a branded member app to meet these objectives – particularly as we moved 100% of our activities to be available online, making a platform to deliver online classes necessary.

Our Main Goals for the App

Enhanced User Experience: Providing a seamless and convenient platform for members to manage their memberships, book classes, and access facility information.

Improved Customer Communication: Enhancing communication channels and deliver targeted messages to members.

Increased Facility Utilisation: Optimising class occupancy and reduce no-shows through booking and waiting list reminders.

Data-Driven Insights: Gaining valuable insights into member behaviour and preferences to inform strategic decisions.

App Benefits and Successes

myFitApp has significantly influenced the interaction of and engagement with our members. It provides a simple and convenient customer journey for our members to easily book classes, view timetables, discover other products and services we offer, check in at the centre, and manage their membership. We're able to communicate with our members instantly, or in a timely manner with push notifications – whether that's delivering centre

news and offers or sending booking reminders and class waiting list alerts to help increase our class occupancies. More recently we have enabled targeted messaging through in-app campaigns so we can deliver relevant offers and news to those members who are engaged in that particular product.

The recent rebrand of the app has been successful in refreshing the user experience and aligning it with our brand identity.

THE HIGHLIGHTS

102,841

Mobile App Downloads

652k

Bookings in 2024

500k

App Hits in Last 30 Days

650k+

Active Mobile App Users

What Three Words Best Describe Our App?

- User-Friendly
- Informative
- Engaging

Ongoing Support

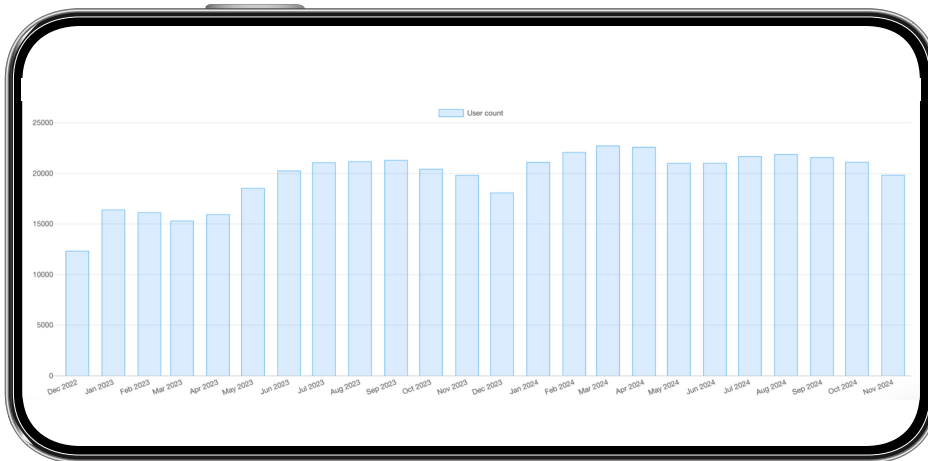
We're really impressed with the support provided by the Innovatise team. They are

incredibly responsive, either via the live chat support or email; our account manager Laura assists us with any queries or issues. We get regular updates about new features and enhancements during the monthly webinars and account meetings. It is very clear they work collaboratively with us as the client, as with the LMS, to ensure the app meets our specific needs and goals.

The Future

We have some ambitious plans for the future to ensure our customers' digital experience is the best it can be. We'll be looking at gamification and expanding on our targeted marketing and promotions.

MAU – record high was 22,759 in March 2024!



"If you're looking to enhance member engagement and streamline operations, we highly recommend considering Innovatise for a branded member app. It has been a game-changer for Abbeycroft, and we believe it can benefit any organisation in the leisure and fitness industry."

Claire Turnbull
Brand and Proposition Manager
Abbeycroft Leisure

About myFitApp

myFitApp is an all-in-one, fully customisable member app that fitness and wellness facilities use to strengthen their brand and retain, engage, and attract members.

With over 2,500 customers and 3 million+ members using their apps worldwide, myFitApp is the leader in providing branded apps for fitness and wellness facilities.

About Clubessential Holdings

Clubessential Holdings provides Software as a Service with integrated payment solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and camp organizations.

Serving three primary end-markets – Golf & Club, Fitness & Leisure, and Parks & Recreation – through nine leading brands, the company offers a variety of forward-thinking technology and services which help more than 20,000 customers attract, engage, and retain over fifty million club members and community patrons for life.