

Total Wellness Ecosystem: A 'digital workout' for strengthening member engagement and retention

About the workout

The Total Wellness Ecosystem is a digital workout to transform your business processes, channels, and platforms through integrations, app development, and data to reimagine the member journey.

Who it's for:

Fitness and wellness operators looking to improve business outcomes.

Main muscle groups:

This workout targets two key muscle groups: **engagement and retention**, to maximize profitability.

A 5% increase in retention can increase profits by up to 95%.¹

Compensating for the value of one lost customer can require the acquisition of three new customers.²

How long does it take to see results?

Both immediate and long-term! The trick is to create value through experiences along the member journey.



Adapted from McKinsey³

Warm-up: Know your strengths

Building on three intrinsic strengths is what makes the Total Wellness Ecosystem so effective.

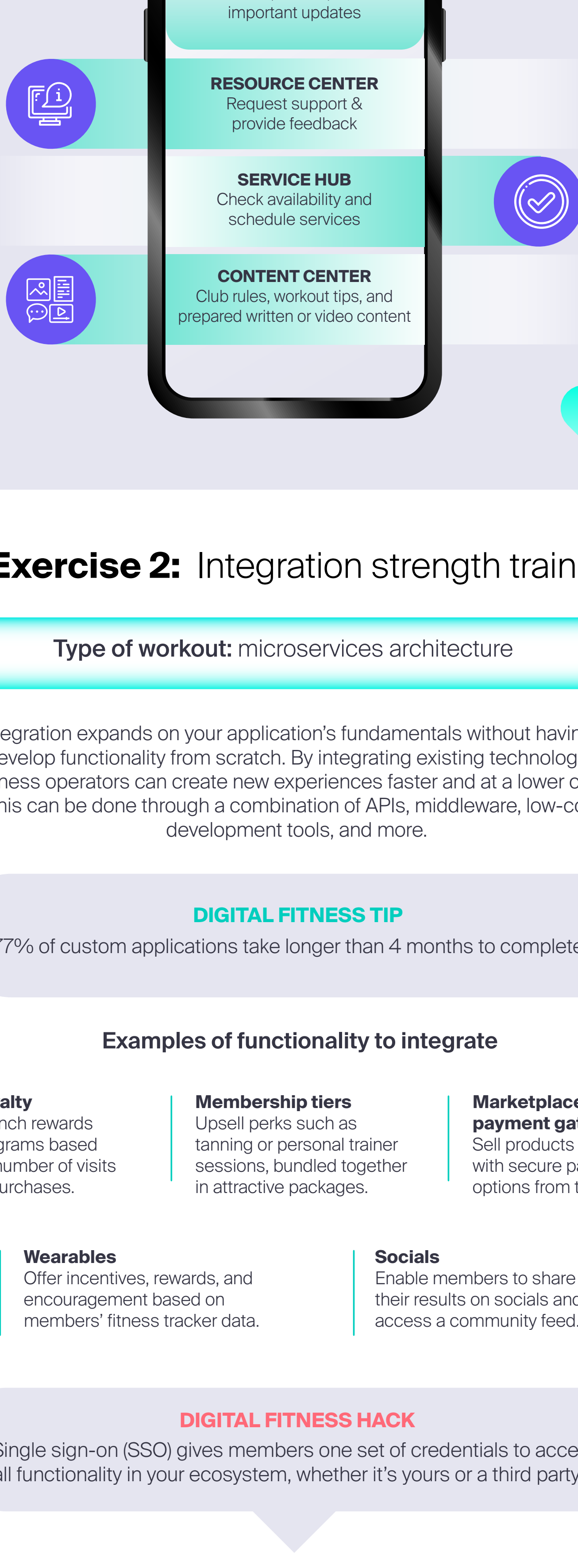


Exercise 1: Application lifts

Type of workout: development and enhancement

Lifting an application off the ground is the most challenging part of this routine, requiring significant resources and talent. However, completing this exercise is key to engaging members outside the club and is the building block for many other strengths.

CLUB APPLICATION FUNDAMENTALS:



Exercise 2: Integration strength training

Type of workout: microservices architecture

Integration expands on your application's fundamentals without having to develop functionality from scratch. By integrating existing technologies, fitness operators can create new experiences faster and at a lower cost. This can be done through a combination of APIs, middleware, low-code development tools, and more.

DIGITAL FITNESS TIP

77% of custom applications take longer than 4 months to complete.⁴

Examples of functionality to integrate

- Loyalty**: Launch rewards programs based on number of visits or purchases.
- Membership tiers**: Upsell perks such as sessions or personal trainer sessions, bundled together in attractive packages.
- Marketplace and payment gateway**: Sell products and services with secure payment options from the app.
- Wearables**: Offer incentives, rewards, and encouragement based on members' fitness tracker data.
- Socials**: Enable members to share their results on socials and access a community feed.

DIGITAL FITNESS HACK

Single sign-on (SSO) gives members one set of credentials to access all functionality in your ecosystem, whether it's yours or a third party's.

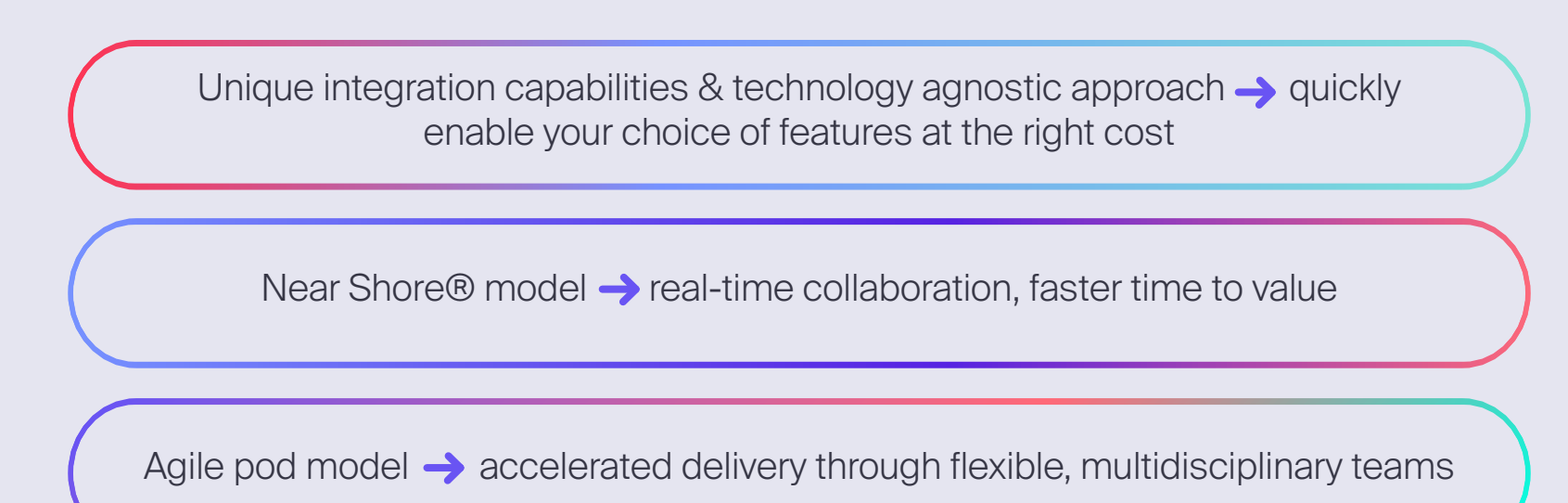


Exercise 3: Data aerobics

Type of workout: analytics and insights

Our final workout involves using data to fine-tune all the progress we've made with retention and engagement. By considering ease of implementation, value to the business, and your current capabilities, you can customize analytics workouts to your needs.

Analytics maturity curve with attrition use cases



Cooldown: Stretch your possibilities with a partner.

Stretching is key after a good workout, and benefits can be amplified when done with a partner. **With Softtek, gain access to:**

- Unique integration capabilities & technology agnostic approach → quickly enable your choice of features at the right cost
- Near Shore® model → real-time collaboration, faster time to value
- Agile pod model → accelerated delivery through flexible, multidisciplinary teams

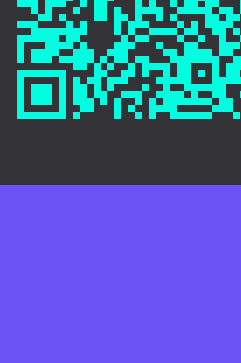
BIG ENOUGH TO DELIVER, SMALL ENOUGH TO CARE.

With a specific division for fitness and wellness, Softtek brings a wealth of industry expertise, process knowledge, services, talent, and a track record of success with fitness organizations, such as one of the leading fitness chains in the USA.

YOUR ECOSYSTEM, YOUR WAY.

To make the Total Wellness Ecosystem work for you, we assess your current environment and co-create a customization roadmap focused on immediate and sustained value to the member and value to the business.

For more information, connect with Victor Mastache on [LinkedIn](#):



¹ "Prescription for Cutting Costs." Bain & Company, October 25, 2001.

² "Experience-Led Growth: A New Way to Create Value." McKinsey & Company, March 23, 2023.

³ Ibid.

⁴ GoodFirms "Software Development Survey." Updated on June 26, 2023.