

Member engagement and retention campaigns

This workflow automatically identifies at-risk members based on attendance patterns and sends personalized re-engagement campaigns to improve retention rates.

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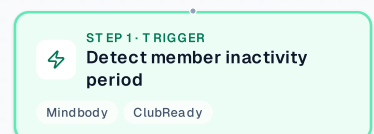


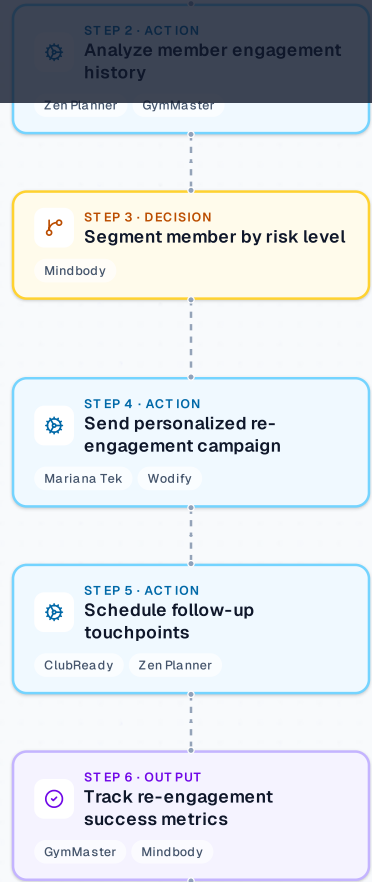
WORKFLOW TRIGGER

Member has not attended classes or used gym facilities for 14+ days

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





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Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Detect member inactivity period

System identifies members who haven't checked in or attended scheduled classes for 14 consecutive days. This triggers the retention workflow to prevent churn.

2

 ACTION

Analyze member engagement history

Pull historical data on member's favorite classes, preferred times, trainer interactions, and past attendance patterns. This creates a personalized engagement profile for targeted outreach.

Zen Planner

GymMaster

3

 DECISION

Segment member by risk level

Categorize inactive members as low-risk (recent joiners), medium-risk (seasonal patterns), or high-risk (declining attendance over months). Different segments receive tailored re-engagement strategies.

Mindbody

4

 ACTION

Send personalized re-engagement campaign

Automatically send customized emails or SMS with class recommendations, special offers, or trainer check-ins based on member's risk level and preferences. Include booking links for easy re-engagement.

Mariana Tek

Wodify

5

 ACTION

Schedule follow-up touchpoints

Create automated follow-up sequences including personal trainer outreach, buddy system pairing, or retention manager calls for high-risk members. Set reminders for staff intervention when needed.

ClubReady

Zen Planner

6

🎯 OUTPUT

Track re-engagement success metrics

Generate reports on campaign effectiveness, member return rates, and retention improvements. Update member profiles with engagement responses for future campaign optimization.

GymMaster

Mindbody



Outputs

- Personalized re-engagement emails sent
- Member risk segmentation completed
- Staff follow-up tasks created
- Retention campaign performance report



Key Metrics

AI Business OS

- Member retention rate
- Email engagement campaign open rates
- Class booking conversion rate



Tools & Integrations

- Mindbody
- ClubReady
- Zen Planner
- GymMaster
- Mariana Tek
- Wodify

AI Business OS

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