

**keepme**

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STYLES  
STUDIOS  
FITNESS  
CASE STUDY

**Styles Studios Fitness**  
Case Study





## Styles Studios Fitness

Located in Peoria, Illinois, this 'health club of boutiques' has a strong community at its heart – and Keepme is proving invaluable in supporting member connection, experience and engagement. We speak to co-founder Carrie Kepple.

### Carrie Kepple

Co-Founder  
Styles Studios Fitness





## Why did you bring Keepme onboard at Styles?

One thing gyms never do well is monitoring what members actually do once they've joined the club, even though that information is vital if you want to encourage and motivate people, ensuring they get the most of out of their membership.

Ever since we opened, we therefore had a system in place to track where members were going in the club. We knew which demographics were doing which classes, which instructors were popular with which members and so on, and off the back of this we were able to refine our offering.

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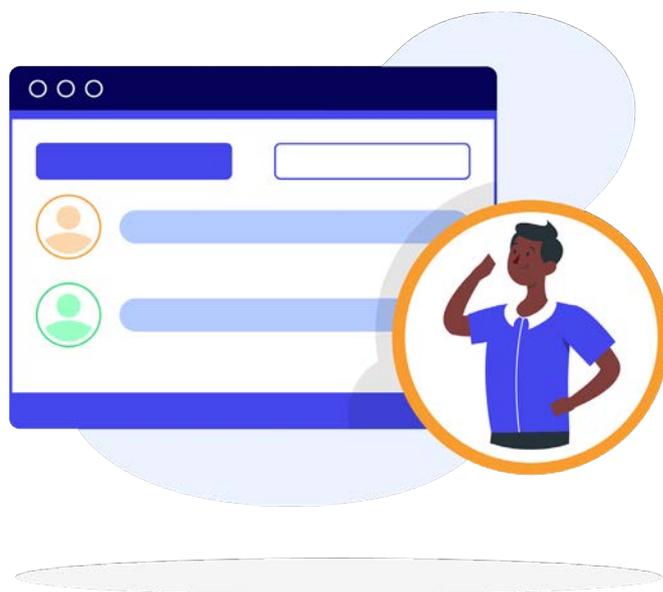
However, the provider of that technology sadly didn't survive lockdown and we went on the hunt for an alternative – a platform that could help us with automation, and where predictive analytics would build a deeper understanding of our members, allowing us to drive retention by engaging them in things they would enjoy doing with us. Keepme was recommended.

# How have you used Keepme so far?

It's early days for us still: we've had Keepme Membership, the retention-focused element of the platform, since October 2020 – it's now early February 2021 – and Keepme Sales only since just before Christmas.

We've set up a few automated campaigns, with gifts and discounts going out to members on their birthday, for example. But most of all, we've used Keepme for individual member engagement.

The dashboard immediately shows, with a high degree of accuracy, which members are currently high or moderate risk, so we know where action is required. That visibility alone is invaluable; you can't manage what you can't see.



“Knowing who at-risk members are allows us to re-connect with them. We can then see their personal Keepme scores moving back towards the low-risk end of the scale.”

Some times it's surprising, too. You can't always predict who might have fallen into the moderate- or high-risk group, but the AI identifies behaviour changes the human eye just doesn't see.

Knowing who those members are allows us to re-connect with them, whether that's through a message, a call or a pat on the back and a 'good work today!' if we see them in the club. In turn, we can see their personal Keepme scores moving back towards the low-risk end of the scale.

It's proving so effective that we've empowered our sales team to get involved too: whenever they aren't busy working with prospects, they can quickly flip between Keepme Sales and Keepme Membership to reach out and re-engage members with a call, text or email – or indeed by saying hi in-club.

# What results can you report?

We're a year-one business still, with a sticky product and a great sense of community. All of that would usually add up to a business that naturally enjoys fairly high engagement. But COVID has made this a fascinating year; the fear factor around the virus has in some cases outweighed the genuine love members feel for our club, to the point that we do have a group of at-risk members who haven't yet come back.

“We've seen our low-risk group grow from 53 to 61 per cent of our total membership in just three months”

As I say, we're still on a learning curve with Keepme, but we've already seen our low-risk group grow from 53 to 61 per cent of our total membership in the space of just three months. That's been a direct result of engaging medium- and high-risk members.

Meanwhile, our club's overall Keepme score – a percentage that shows the combined retention health of our total membership – has remained in the high 70s and 80s, even as the system regulated over the first few months.

We're told all of this is notable, especially in these COVID-affected times.

I'm also sure, although we're still gathering data to prove this, that empowering our sales team to get involved with member satisfaction – having more people in the club getting to know members and focusing on their experience – is driving referrals.

Finally, an overall observation. One of the things we do well at Styles is prioritising people's enjoyment of their experience with us. Keepme allows us to be more targeted in our efforts here, delivering the support and encouragement needed to ensure more and more members actively look forward to each visit.



“We’re keen to apply AI to send members personalised suggestions on their best workout for the next day, based on what they’ve already done that week”

## How else are you looking to use Keepme?

The potential is endless and we have lots we want to do – as I say, we’re still right at the beginning of our journey.

For example, we’re keen to apply AI to our club and class check-ins, setting up automated alerts through Keepme to send members personalised suggestions on their best workout for the next day based on what they’ve already done that week, and what they might normally do.

If we tried to get our staff to do this manually, it would be error-ridden; by using automation, there will be a consistency to the way we guide and personalise members’ experiences. It also allows us to mobilise our human capital where it has most benefit: in person, in the club, through smiles, a warm welcome, motivation and engagement.



“Keepme is constantly evolving: it’s already powerful, but you can sense there’s even more to come”

## How easy is Keepme to use?

The system itself is very easy to use, plus once you’ve set something up, you don’t have to worry about it again.

To get the most out of Keepme, there is some upfront work that needs to be done by the operator, namely working out your playbook of what you want to communicate to your members and when. Once that’s mapped out and fine-tuned – once you’ve decided what you want to do – the execution of it through Keepme is incredibly easy.

## What has been your experience of working with Keepme?

The exciting thing about Keepme is that it’s constantly evolving: it’s already powerful, but you can sense there’s even more to come. That’s helped by the fact the Keepme team is incredibly responsive to feedback – very progressive, innovative and with a growth mindset that means they’re always looking for the opportunities, not the barriers. Give them an idea and their immediate response is to look at how it can be done. They’re clearly hugely dedicated to their product and to continually making it better. It’s great to be a part of that – and as a customer, you do feel part of it.

What’s also been great is that, in spite of the time difference between the US and the UK, where Keepme is based, we’ve never once felt this has negatively impacted the service we’ve received. We’ve consistently enjoyed great response times and a personalised service.



## What would be your advice to other operators?

Our sector cannot go back to the old ways of operating. Clubs and studios have to evolve their operations to place the customer experience at the heart of every decision, and the only way to do that is to have technology in place that turns your data into actionable customer insight. This will be the only way we can get and keep members.

Experience will be everything. We have people joining us who used to pay US\$10 a month at a budget club, but who are now showing they're perfectly willing to pay US\$70–80 in return for an experience. Cost isn't the deciding factor. Experience is. And that experience has to be at the heart of every touchpoint – from the environment to the human touch to all the other signs of love and appreciation you can sew in. Keepme empowers you to do all these things really, really well.



Amy Styles and Carrie Kepple, Co-Founders of Styles Studios Fitness

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