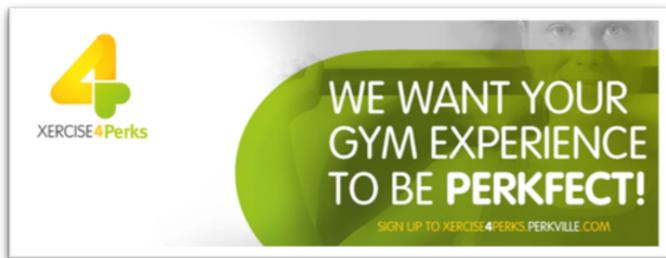




PERKVILLE'S REFER-A-FRIEND PROGRAM SCORES POINTS WITH XERCISE4LESS

Easy referral program is netting over 20 new sign-ups per location each month

Xercise4Less is a growing chain of 26 budget health clubs located throughout the UK. They offer a high quality health club experience at an affordable and reasonable monthly membership rate. In August 2014, Xercise4Less launched the Perkvile rewards system to keep members engaged and drive referrals.



Word of mouth referrals by satisfied members is a crucial marketing tool for any health club. People like to exercise and socialize with their friends, an endorsement from a member is reliable, and word of mouth marketing is free. Perkvile recognizes these are important components and has developed a referral tool that enables members to easily refer their friends, providing a win-win-win situation for the member, the friend, and the club.

Members can send their friends a special offer using email, Facebook, Twitter or even text. Their friends become leads when they claim the offer. The member is automatically rewarded for the referral when the friend joins the club and earns points for working out.



The Perkvile referral program has been successful for Xercise4Less. In the first five months of use it has proven its value and generated hundreds of new members.

For this analysis, we reviewed the five month period from the end of August through January. During that time, over **3,026 members sent referral emails** to almost **12,595 friends**. That's an average of **4.2 referral emails per member**. This is an endorsement of Xercise4Less and a specific request for the friend to join. In the five month period, the referral program resulted in **517 new members**.

Further, data shows that in the three-month period of August through October, the median number of days that it took for someone to sign up following a referral email was 17. During that time, over **5% of the referrals resulted in a sign up**. We expect the later months to perform even better, as they continue to generate new memberships.

“Over 5% of referrals resulted in a sign up!”

While the Perkvile refer-a-friend program is relatively new, Xercise4Less is already seeing a payback. "Perkvile has been a massive driver in improving our holistic membership experience," said Joe Hall, Head of Customer Engagement for Xercise4Less. "Customer loyalty is majorly important to us as we are immensely passionate about being The People's Gym. Perkvile has given us a platform to really drive this aspect. Not only has it increased customer loyalty, but it also allowed members to refer more friends. It has driven our ancillary revenue and maximised our engagement with members on social media. For me this has been a game changer for Xercise4Less."

"Refer-a-Friend was one of the critical features that clubs asked from Perkvile," said Sunil Saha, CEO and Founder of Perkvile. "We enable a broad base of members to refer friends through email and their social networks."