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 Perkville rewards system to keep members engaged and drive referrals.

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.

While the Perkville refer-a-friend program is relatively new, Xercise4Less is already seeing a payback. “Perkville 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. Perkville 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 Perkville,” said Sunil Saha, CEO and Founder of Perkville. “We enable a broad base of members to refer friends through email and their social networks.”