



MEMBER RETENTION • AI-POWERED BRIEFINGS

# Know who's drifting before they cancel.

Built for boutique fitness studios. Spottr spots members going quiet weeks before they leave.

POC Proposal • 90 days

Boutique fitness • 80–250 members

## THE COST OF WAITING

“Replacing one member costs **5 times more** than keeping them — your coaches had the opportunity window; until now they just didn’t have the data.”

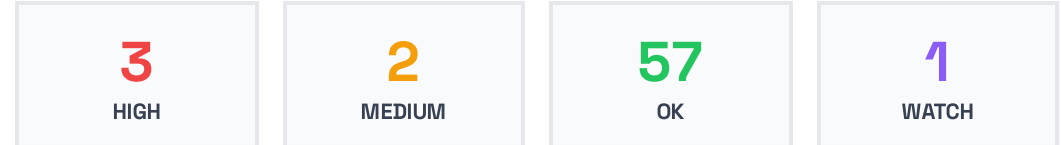
# Every Monday morning, your coaches receive **this**.

Who is going quiet. What the pattern looks like. **Spottr never contacts members. Your coaches do.**

- At-risk members ranked by churn probability
- Plain-English coaching note for each one
- Survey responses surfaced alongside risk score
- **WATCH flag: still coming in, but unhappy**

## Spottr Weekly Retention Report (sample data)

### Weekly Retention Report



#### HIGH PRIORITY

Sarah K. **HIGH**

*"Dropped from 3x a week to almost nothing. Worth a personal check-in."*

Emma V. **HIGH**

*18 days since last visit · new member · contract ending soon.*

#### **△ WATCH: ATTENDING BUT UNHAPPY**

Lisa M. **WATCH**

*"Classes are good but progress has stalled." → Wants call: Yes*

#### **What the WATCH flag catches:**

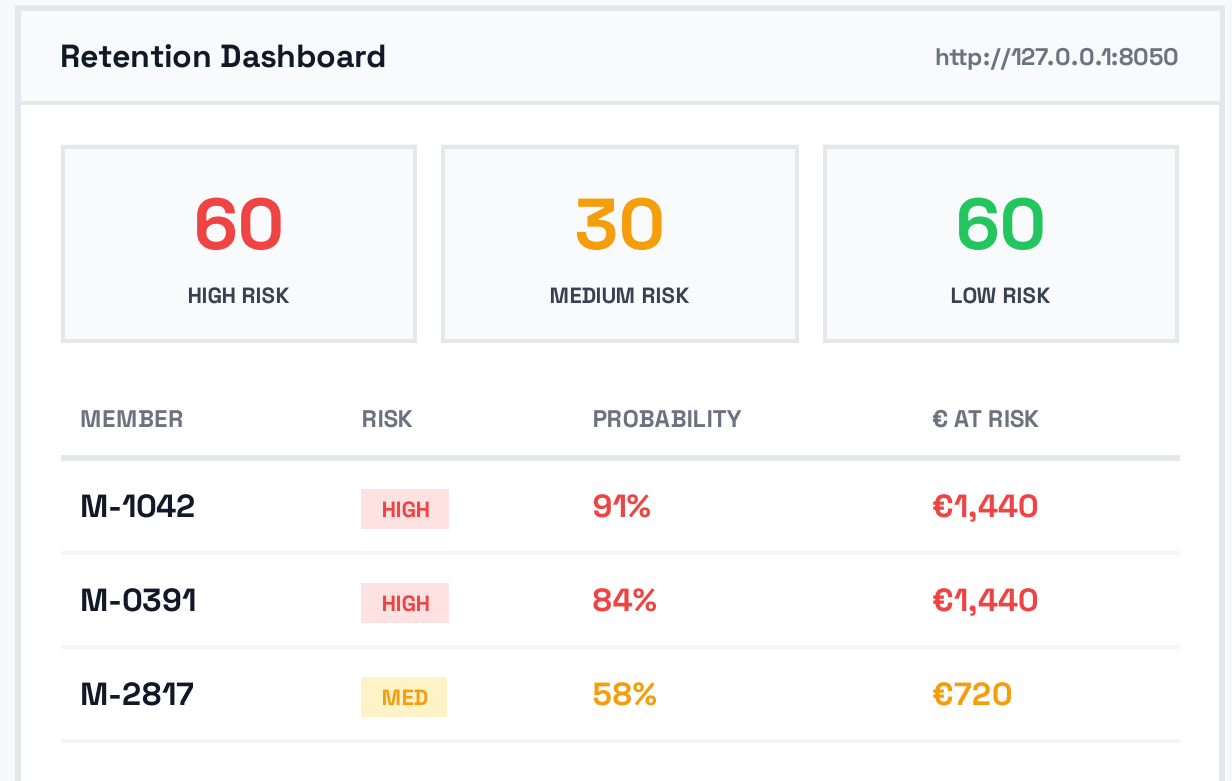
A member who still attends regularly but rates satisfaction low. Attendance alone would never flag them.

# One view. Every member. Revenue at risk.

The dashboard lives on a browser tab in your studio. Instant snapshot of where your studio stands.

- Members colour-coded by risk tier
- Revenue at risk as a single number
- Priority table: sort by risk or revenue
- Refreshes for every Monday briefing

No login, no app, no subscription portal. Your coaches bookmark the link.

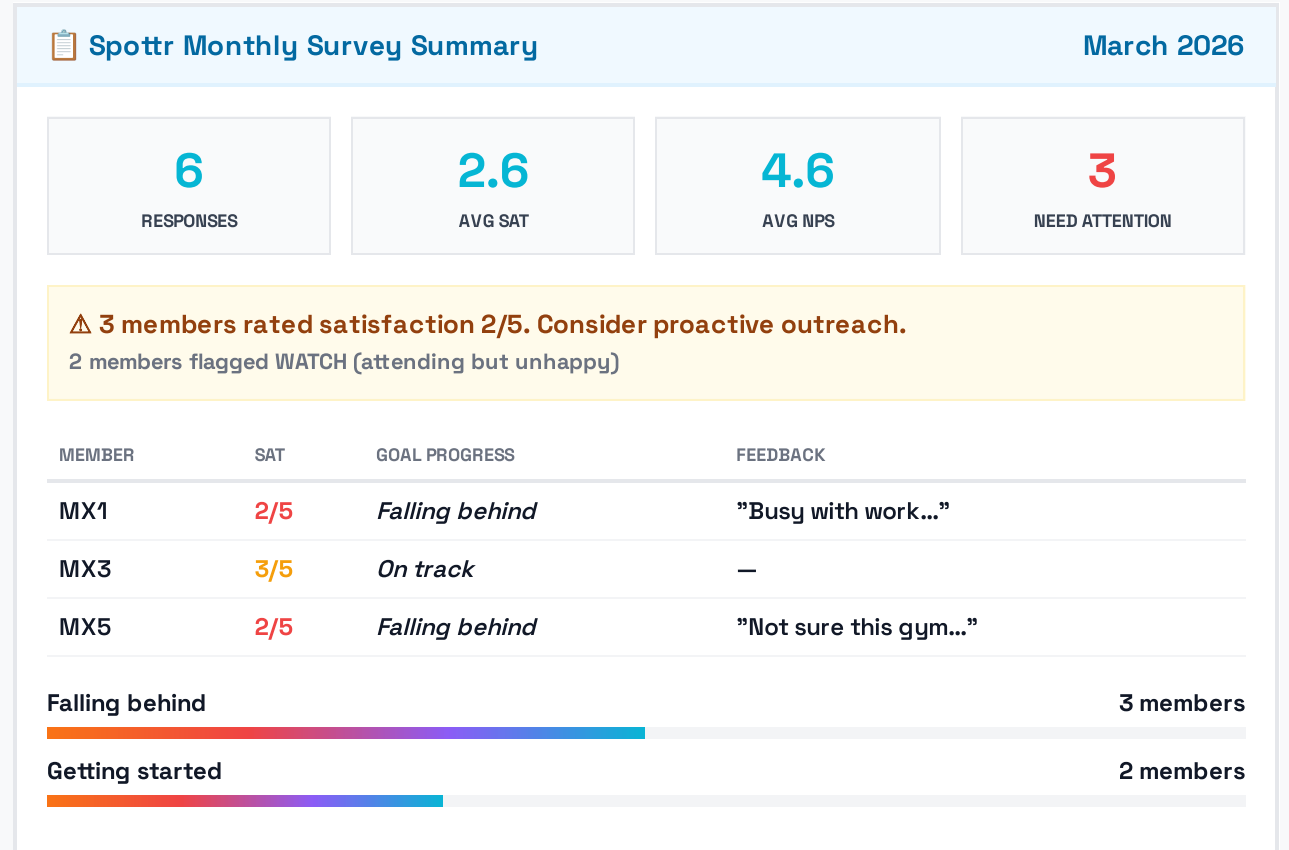


# Members tell you what's wrong. Automatically.

When a class starts losing attendees, Spotttr sends a short check-in. 60 seconds. No login required.

- 1 A **drop** is detected. Members get a link.
- 2 Member responds: rating and **feedback**.
- 3 **Response** lands in Monday's briefing next to their risk score
- 4 1st of the month: studio owner **gets an overview**

*5-week cooldown per member. No one gets over-surveyed.*



# Two things AI does, for YOUR coaches.

## It spots who is actually going quiet

Every check-in is a data point. When visits start to drop, Spotttr notices. Usually weeks before the member says anything.

**Trained on 4,000 real cancellations.** It knows what leaving looks like. That means when it flagged someone as at risk, they actually ended up leaving.

## It writes the coach a short note

For every flagged member; one plain-English note with enough context to make the conversation feel natural.

*"Sarah dropped from 3 sessions a week to almost nothing over the past month. Last visit was 25 days ago. A personal check-in about how she's finding the programme (not about attendance) would be a good starting point."*

- Runs once a week for the whole studio
- Same tone and format every time, no surprises

# GDPR taken care of.

## Sorted before we start.

GDPR is the EU law that sets the rules for how businesses collect and store personal data about people. As a studio, your member records fall under it.

Studio owners know GDPR applies to member data. What stops them is having no one to handle it. Spottr comes with all the paperwork ready. I write what needs to be written, you sign what needs to be signed.

DOCUMENT	STATUS
Data Processing Agreement	✓ Pre-written
Member wearable consent form	✓ Pre-written
Privacy notice wording	✓ Exact text provided
EU AI Act classification	✓ LIMITED RISK, no extra obligations
Deletion on member request	✓ Documented, 48h procedure
Human in the loop	✓ AI suggests • coach decides

### HOW MEMBER DATA IS PROTECTED

- Members are tracked by an ID code, never by name
- Visit data used under legitimate interest (GDPR Art. 6)
- **Wearable data: written consent required, workout sessions only**
- Any member can opt out at any time, handled the same day
- All their data deleted within 48 hours of any request

### RESPONSIBLE BY DESIGN

Spottr runs once a week for all the members of your studio. Member data never leaves your setup. It spots and suggests. Your coach decides who to contact and what to say.

# Not a trial. A structured proof.

90 days. Two checkpoints. Real numbers.

## WEEK 1

### Setup and configuration.

First live briefing delivered to coaches.

## WEEK 6 — CHECKPOINT 1

### Is Spotr flagging the right people?

We look at who actually cancelled. Were the members Spotr flagged more likely to leave than the ones it didn't? If yes, coaches start acting on the briefings. If not, we adjust together before moving on.

If fewer than 5 members cancel in the 6-week window, the sample is too small to be conclusive. The observation is extended by 4 weeks and the check is repeated.

## WEEK 13 — CHECKPOINT 2

### Are the conversations making a difference?

We compare two groups: flagged members coaches reached out to, and flagged members they didn't. Are the ones who got a personal conversation staying? Both answers decide whether we go further.

*A failed POC isn't wasted. It shows exactly what to fix before committing to anything monthly.*

## WHAT'S INCLUDED IN THE 90 DAYS

- Weekly email briefing, every Monday morning, 90 days
- Monthly survey summary, 1st of each month
- Retention dashboard set up on studio computer
- Event-triggered member satisfaction surveys
- All GDPR documentation signed and ready before day 1
- Full Week 13 debrief with your real studio numbers

**System built and tested:** The model, the dashboard, and email workflow shown here are all already live. This is not just a concept. It's running on demo data right now.

# Three things that run themselves.

## Zero extra admin.



### Weekly briefing

Every Monday 07:00

- At-risk members ranked by urgency
- Coaching note: what to know before you reach out
- **WATCH flag**: attending but unhappy
- Survey responses from that week



### Monthly summary

1st of every month

- Average member satisfaction score
- NPS (Net Promoter Score)
- Goal progress across all members
- Every feedback quote from the month



### Retention dashboard

Always on

- All members colour-coded by risk
- Revenue at risk in euros
- Priority table: sort by urgency
- Bookmark it once. Open it like any website.