

Don't base decisions
on a hunch!

Gladstone Data Console



Introducing the new Gladstone Data Console, a suite of pre-formatted Excel worksheets which expose the business and operational drivers that can help you make effective data driven decisions to improve efficiency, revenue and usage.

- Simple view with clear parameters
- Brings your KPIs into one central point
- Understand your data at a glance
- Allows you to take positive action
- Allows you to track the results
- Compare yourself to industry standards

SUBSCRIPTIONS

Do you know whose subscription is due to expire soon, are you engaging with them?

- Give your customers a better consumer experience, decrease attrition. Avoiding 10 people leaving per month will add up to 120 extra members per year.
- Linking to BPM allows this to become easy, automated and a "hands off" process with visible results



RETENTION

Do you know which members are in danger of cancelling their subscription?

- Avoid these people becoming sleepers- be proactive and engage before it is too late.
- Use BPM to ensure regular communication (avoid indemnity laws)
- Have more happier customers- increase additional revenue opportunities i.e. café, creche etc
- Improve customer engagement (red t-shirts!)



UTILISATION

What is your utilisation percentage?

- Understanding your potential revenue and where the gaps are
- Run special offers to fill at quiet times
- Use BPM to fill class spaces
- Know at a glance your over-subscribed classes and times - put on more of the popular classes
- List your least popular classes as "endangered" and drive more business there



MEMBERSHIP

Do you know your members' yield?

- Know your most profitable subscriptions, drive your sales team to sell them
- Understand the cost of a new member to help drive campaigns



INCOME and REVENUE

How does your income fluctuate, do you know the cause of this?

- See month on month comparison- understand if changes you are making are effective
- Compare vs last year to have a like for like comparison
- Understand seasonal effects and supersize them (or minimise them) using offers and marketing



NEXT STEPS

Talk to your Account Manager

- You'll need eyeQ
- Already have eyeQ - just add the Data Console
- Use BPM to automate communications and output

[Request a call from sales](#)

