

FILE 01 / 09 Prepared for multi-club operators

# Your next save is already *in* your **CRM.**

An operating playbook for **multi-club health & fitness operators** — how Fugu defends ARPU, lifts trial-to-paid conversion, and protects every club's local-search position before churn ever shows up on the dues line.

## OPERATING BRIEF

SUBJECT	Multi-club health & fitness operator
ASSET	50+ clubs • premium & mid-market
VITALS	Sub-4.5 stars • 28% annual churn • ~50% trial
DIAGNOSIS	Silent erosion per member-month
PLAN	9-page operating brief
ISSUED	Irvine, CA • 2026

REP • TURNKEY

# 95%+

DIAGNOSIS · 2026

# Three silent *revenue leaks* are eroding your dues yield.

In a 50-club operator, each leak below is quiet, habitual, and already baked into your retention curve. None of them trigger an alert in the CRM — they only show up on next quarter's net-add number and your same-club dues yield.

## 01 THE SILENT CANCELLATION

Members who quietly disengage long before they ever click "cancel."

By month four, attendance halves. Email re-engagement opens at ~20% and the front desk can't keep up. The freeze, the cancel, and the LTV haircut are all locked in by the time the retention dashboard flags them.

28%

INDUSTRY ANNUAL MEMBER CHURN · PER-CLUB ARPU LOST

## 02 THE LOST TRIAL

Tours booked, trials started, leads that never convert.

Roughly half of trials never become paying members. Generic follow-up emails sit in spam. By the time membership advisors have time to call, the prospect has joined the club two miles up the road — and CAC just went up.

~50%

OF TRIALS DON'T CONVERT TO PAID · CAC INFLATED

## 03 THE REPUTATION DRAG

Sub-4.5 star ratings quietly throttle every club in the portfolio.

Below 4.5 stars on Google, click-through on local search drops a third. The competitor club six minutes away — rated 4.6 — wins the tour. You never see the lead form that wasn't filled out.

-32%

LOCAL-SEARCH CLICK-THROUGH BELOW 4.5 STARS

DUES YIELD · 50-CLUB PORTFOLIO · T-12 MONTHS

LEAK STAGE 3



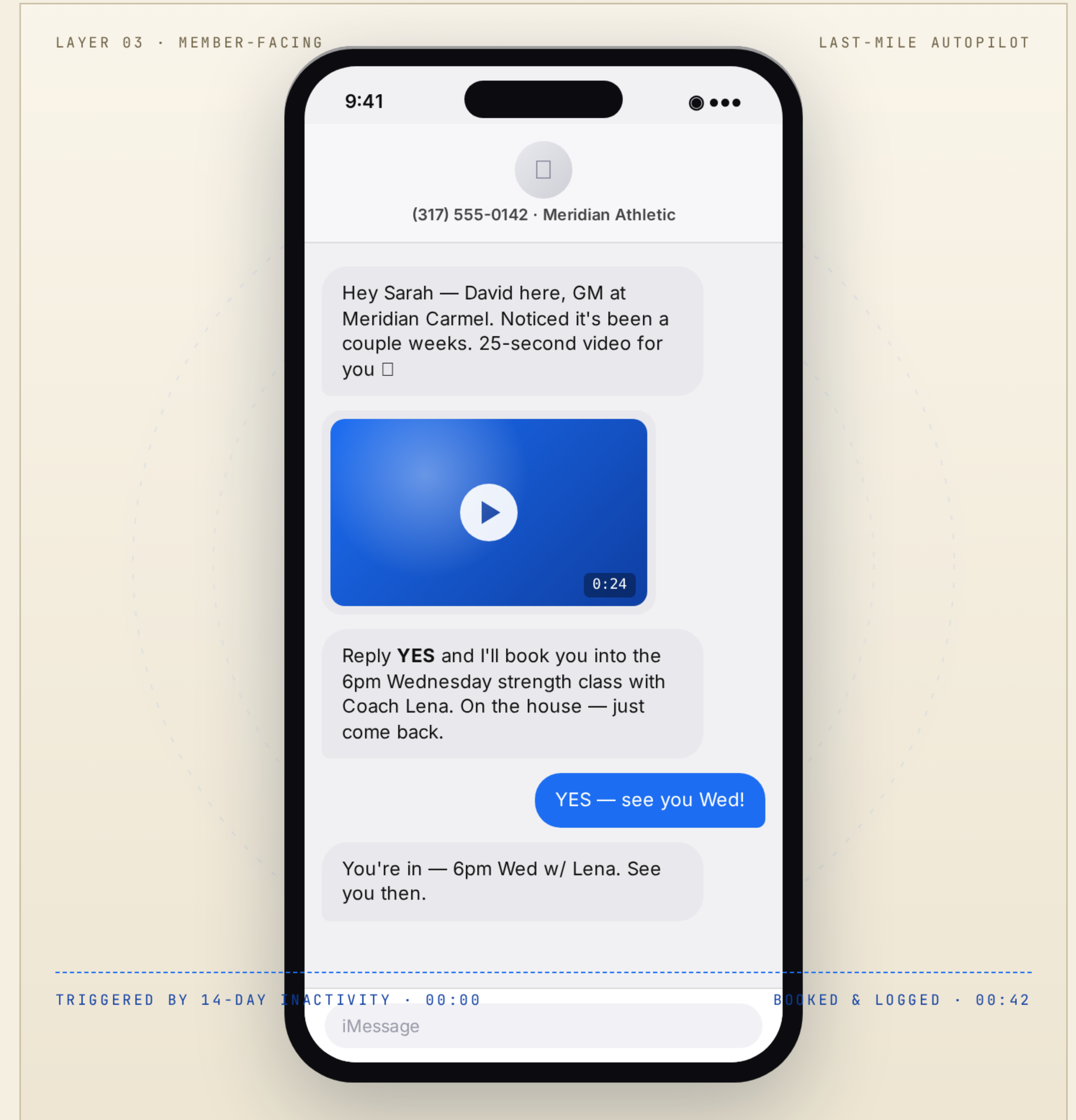
INTERVENTION • MEET FUGU

# Fugu is the *AI layer* between your CRM and your member's phone.

One platform. Infinite personalization. Zero extra work for club staff.

Fugu plugs into the CRM and billing stack you already run, detects the moment a member goes dormant or a trial wraps, generates a hyper-personalized video from your GM or head trainer's AI likeness, and delivers it by SMS — where attention actually lives. They tap. They come back. They convert. The retention curve flattens.

*Turns at-risk member into renewed — and a 4.2 star rating into a 4.5 — without adding a single FTE.*



ENGINE 01 OF 02

# Eliminating *follow-up friction.*

Drip emails and re-engagement blasts are not retention — they're decoration. Fugu intercepts members where attention actually lives: the only inbox they open every time. Their text messages.

METRIC	TRADITIONAL RETENTION STACK	THE FUGU ENGINE	DELTA
<small>OPEN RATE</small> <b>Reach</b>	~20% Email · generic · mostly archived	<b>95%</b> SMS · personal · instantly surfaced	+5× Attention
<small>CLICK-THROUGH</small> <b>Action</b>	2–5% Email · industry benchmark	<b>32%</b> SMS · re-book or convert directly in thread	+10× Conversion
<small>FRONT-DESK EFFORT</small> <b>Labor</b>	High Outbound win-back calls · manual emails	<b>Zero</b> CRM-triggered · fully autopilot	-100% Headcount
<small>PERSONALIZATION</small> <b>Voice</b>	Generic "Dear member" · placeholder fields	<b>Hyper-specific</b> Member name · GM likeness · class history · video	1:1 At scale

Five times the attention. Ten times the click. *Zero* additional headcount.

SOURCES

- FUGU PLATFORM TELEMETRY, ROLLING 12 MO.
- IHRSA MEMBER-ENGAGEMENT BENCHMARK, 2024
- MAILCHIMP FITNESS-INDUSTRY EMAIL BENCHMARK, 2024

THE OPERATIONAL DIVIDEND

# Automating member re-engagement doesn't just defend dues. It *rescues club-level P&L.*

Three numbers your CRO will care about. Each one is attention you start capturing — and labor you stop spending — across every club in the portfolio.

REACH • OUTBOUND

95%

ACTION • CLICK-THROUGH

32%

REPUTATION • REVIEW VOLUME

+40%

Consistently recover members, reviews, and trial conversions *without adding a single phone call* to your front-desk team.

ENGINE 02 OF 02

# Driving new member *acquisition.*

Fugu doesn't just plug leaks; it builds an organic flywheel of new joins. Every recovered member becomes a five-star review. Every review compounds your local search rank. Rank drives tours. Tours convert. The wheel turns itself — at every club in the portfolio.

REFERENCE CASE • ILLUSTRATIVE COMPOSITE

COMPOSITE

## Meridian Athletic Clubs • 60-club regional operator • 12-month rollout.

OPERATOR

Premium health club chain

FOOTPRINT

60 clubs • Mid-Atlantic & SE

DEPLOYMENT

12-month phased rollout

INTEGRATION

CRM & billing-native

*i.*

### PRESENTING

Premium chain, strong NPS in-club but bleeding members at the silent edge of the funnel. Email re-engagement open rate below 20%. Trial-to-paid stuck near 50%. Average club rated 4.2 — below the 4.5 floor where local-search click-through holds. Same-club dues yield flat YoY.

*ii.*

### INTERVENTION

Fugu deployed across 60 clubs over 12 months. Three triggers: 14-day inactivity, trial day-7, and check-in completion. Each fires a personalized SMS video from the GM's AI likeness. No front-desk workflow change. Strict Google review-gating compliance throughout.

*iii.*

### MODELED OUTCOME AT 12 MONTHS

**+40%**

Google review volume • 4.2 → 4.5 stars portfolio-wide.

**-18%**

Net member churn • re-engaged before the cancel button.

**+12%**

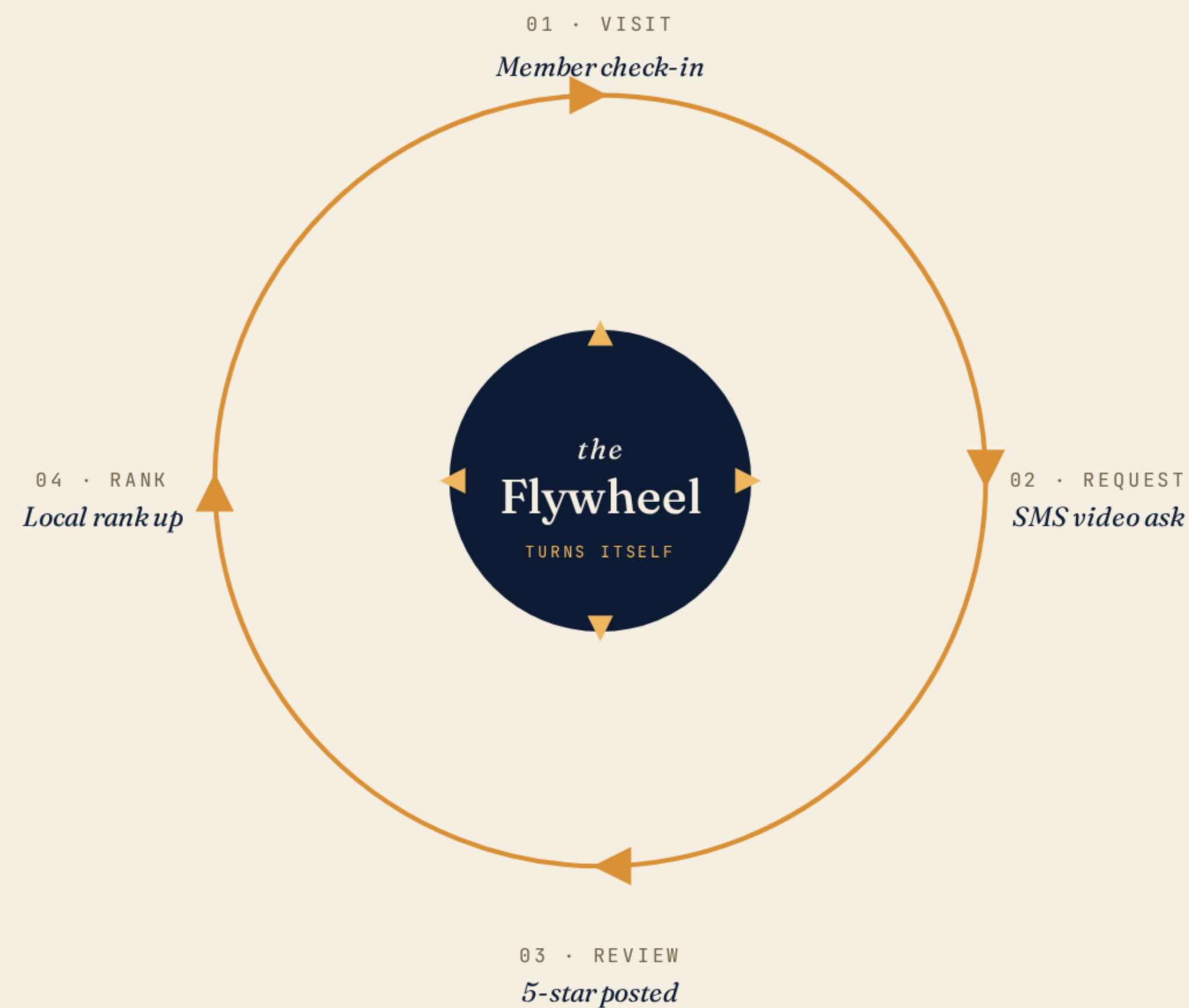
Trial-to-paid conversion • CAC down on every new join.

Illustrative composite case • Meridian Athletic Clubs is a representative model — not a real customer. Outcomes are modeled from Fugu platform telemetry (95% open • 32% CTR • +40% review volume) applied to public health-club benchmarks (28% annual churn • ~50% trial conversion • \$700-\$1,200 annual ARPU). At a 60-club operator, an 18-point churn reduction and 12-point trial lift maps to a multi-million-dollar same-club dues impact. Verified multi-property reference accounts in onboarding, 2026.

MECHANISM • THE FLYWHEEL

# How 5-star reviews compound into *local dominance*.

Every automated post-visit review request starts a wheel that doesn't stop turning. Each rotation lowers your cost per new member and raises the floor under your weakest club.



+40%

REVIEWS • VOLUME

Modeled lift in Google reviews per club, portfolio-wide.

4.5 ★

RATING • ACHIEVED

Star rating, up from 4.2 — above the local-search threshold.

-18%

CHURN • NET

Modeled reduction in net member churn at the club level.

Automated, personalized video requests yield a *32% click-through rate* versus 2–5% on email — and Google's ranking algorithm notices.

DEPLOYMENT • TURN IT ON, LET IT RUN

# The *3-step* autopilot.

Integrates with the CRM and billing stack you already run. Standardized across every club in the portfolio. Turn it on once. Let it run forever.

STEP 01 • TRIGGER



## The *Trigger*

A member goes 14 days dormant. A trial hits day 7. A check-in completes. Fugu auto-triggers the moment the event posts in your CRM — no front-desk input required.

LATENCY < 30 SEC

STEP 02 • ENGINE



## The *Engine*

AI composes a hyper-personalized video — member name, GM or head trainer likeness, club context, suggested action — in seconds. Script, voice, face, delivery window: all automated.

BUILD TIME < 60 SEC

STEP 03 • CAPTURE



## The *Capture*

Text delivered. 95% open. Member taps to re-book, convert, or leave a review. Fugu writes the action back to the CRM and logs the touchpoint. Dues protected. CAC down. No one picked up a phone.

HUMAN TOUCHES ZERO

*No human effort required beyond this point.*

THE CLOSE

# Zero risk. *All upside.*

Defend dues yield. Lift trial conversion. Dominate local search at every club. Do it on a 30-minute working session, on our dime.

Book a 30-minute working session.



THE FUGU PLEDGE

If we don't show you a clear path to **3x ROI** on our demo, we'll buy your team lunch. No pitch, just value.

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fugutech.co

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(657) 207-4225

HQ

Irvine, California

NEXT STEP – EMAIL US AND OUR TEAM WILL REPLY WITHIN ONE BUSINESS DAY TO SCHEDULE A WORKING SESSION AND WALK YOUR PORTFOLIO THROUGH EXACTLY HOW FUGU DEFENDS DUES, LIFTS TRIAL CONVERSION, AND DRIVES REPUTATION RANK BACK INTO EVERY CLUB.