



CASE STUDY



CUSTOMER PROFILE

Goodlife Health Clubs opened its first club in 2002 with the vision of providing a family-friendly environment where members of all ages and abilities could achieve their health and fitness goals in ways that suited them. Proudly Australian-owned, it's now one of the fastest growing gym networks in the country, with 66 locations and more than 175,000 members.

Executive Summary

To meet their expansion goals, Goodlife Health Clubs needed to improve its site selection process. Pitney Bowes helped Goodlife develop a site selection system that delivered rapid evidence-based analysis and boosted confidence in decision making.

Business Challenge

Goodlife was pursuing an aggressive growth strategy. However, progress was hampered by a lengthy and imprecise site selection process.

Because Goodlife relied on the manual collection and collation of data, the process was labour intensive and time consuming. Also, the method was largely based on instinct and gut feelings.

This meant that site selection was slow and drained scarce internal resources, yet there was low confidence in the decisions being made. Goodlife approached Pitney Bowes to help them build an efficient site analysis and selection system supported by rigorous data.

Solution

The key to creating a reliable, evidence-based site selection system was leveraging Location Intelligence – deriving meaningful insight from geography and location to make better business decisions.

Pitney Bowes provided invaluable advice along with impressive technology and data to help Goodlife gain a better understanding of who were their best customers and where they could find more just like them.

Goodlife was impressed with the breadth of data integrated into the system, including:

- National demographic data
- Projections of key demographic information, like population and income
- Consumer spend potential indicators
- Powerful drive-time capabilities for catchment analysis
- Aerial imagery
- Key mapping information, such as shopping centres and competitor sites
- Member data integration

The system deployed shows the correlations between membership data and the geodemographic landscape across the country. Goodlife is now able to analyse and understand the geographic distribution of key demographic criteria that best correlates with its top customers.

“We have now established a true competitive advantage in the market. Information that’s essential for our expansion strategy is now clear, defensible and dependable, thanks to Pitney Bowes.”

Greg Oliver
CEO

Benchmarking and Analysing Sites

Clubs are now benchmarked using this new analytical intelligence. This helps Goodlife to understand what makes a great performing site.

Goodlife's property analysts can rapidly combine detailed demographic and membership reports into site assessments. If a proposed site has limited competition and an optimal population that meets the target characteristics of a great customer, a successful club is more likely.

The net result is quicker decision making with greater confidence by the executive team and the board of directors.

"The system helps us quickly identify where we should be, using real intelligence," said Ashley Rowe, Goodlife's Property Manager. "It also helps us confidently identify vacancies in the market and areas that are more heavily contested by our competitors."

Multiple sites can also be analysed simultaneously. This helps determine the potential cannibalisation caused by new sites and also helps facilitate multi-club memberships to exploit the potential of the Goodlife club network.

Optimising Products and Services for the Local Market

For fitness clubs, convenience is a strong determinant of success. The site analysis system enables Goodlife to tailor the services and equipment offered at each club to best match the demographic profile of the club's catchment.

"These new insights change so much – the size of the club, our expectations, the fixtures and the fit-out. For example, if we're located in an area with lots of mothers with young children, we can evaluate the need for childcare and the size of the facilities for childcare services," Rowe said.

The Future for Marketing

Goodlife sees marketing as the next area of opportunity where it can exploit the power of Location Intelligence. With a membership database fully mapped across the country, it is easy to see where there are pockets of low membership penetration.

This intelligence enables laser-targeted marketing activity. "This is a much more clever way to reach new audiences," said Rowe. "We don't want to bombard areas with sign-up offers where we already have good membership representation. Instead we can engage our existing member base with more relevant communications containing meaningful up-sell and cross-sell offers."

Results and Benefits

Goodlife's site analysis and selection system helped its growth strategy by:

- Providing rapid research and analysis of proposed sites based on reliable evidence, enabling quicker and better decision making
- Creating accurate profiles of its best customers and the top-performing clubs
- Delivering intelligence to help tailor each club's fit-out and services to the needs of the local target market.

TECHNOLOGY USED:

The foundation of Goodlife's site selection system is [AnySite Australia](#), a powerful business intelligence application that brings together a full complement of ABS Census of Population and Housing data in an easy-to-use mapping interface.

Two enhanced datasets from Pitney Bowes are also employed by Goodlife in their analysis:

- [Demographic Estimates & Projections](#)
- [Consumer Spend Potential](#)

"Pitney Bowes are great team players. They helped us realise our ideas through the use of great analytical technology and some impressive retail domain expertise."

Ashley Rowe
Property Manager

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