



The Member Retention Solution

ATF Rewards increases member retention and loyalty. This easy to use and efficient tool adds value to the member experience. Give your members another reason to keep visiting your club.

Differentiate your club from competitors!

ATF Rewards makes the manager's job easier. It increases their ability to save and prolong memberships. Turn difficult member conversations, such as arrears and cancellation requests, into positive experiences. It's simple to explain how ATF Rewards adds significant value to every membership. Research demonstrates, it costs far less to retain members than it does to acquire new ones!

Extend the life of every membership

Be part of your member journey

ATF Rewards incentivises and gamifies the member experience, encouraging them to reach their goals.

Improve communication

The platform gives your team excellent opportunities for member interaction and local area engagement.

Community partnerships

ATF Rewards is an easier way to grow connections in your business community. You can offer local business rewards and partnerships through the platform. This increases engagement and adds value to every membership.

Member loyalty

Continually drive loyalty to the brand through added membership value via incentives, discounts and special offers.

Celebrate success

In-club digital leaderboards, streamed to your TV display, will automatically reveal your Most Active Monthly Members and your club's ATF Rewards All Stars.

ATFREWARDS™

Work Out. Earn Points. Be Rewarded.