



# 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.



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Rewards deliver added value to members, can directly promote your business and be inexpensive.

## Reward ideas

-  Merchandise
-  Special offers from local businesses and national brands
-  In-club bonus point promotions
-  Use the suggested rewards or create your own!

## Opportunity for additional revenue

To generate additional revenue clubs can offer local businesses advertising placement opportunities on the ATF Rewards platform.

**ATF Rewards is the perfect tool to support your member journey**

### You have the power

Every time a member visits your club, they receive a **visit point**.

Visit points accumulate and when a member reaches a **milestone**, they're rewarded!

You have the **power** to decide how many visit points members require to achieve each milestone and **claim the reward**.

### Anywhere anytime

Members can access the ATF Rewards digital platform anytime, anywhere. They can check their points, access special offers and engage with their local community.

ATF Rewards is the most powerful retention tool we have ever used in our clubs. Members are loving it, staff find it easy and it is significantly increasing genuine loyalty to the brand.

Steve Ankers  
Anytime Fitness Multi Site Owner

To find out more  
visit [atfrewards.com.au](https://atfrewards.com.au)  
or call 0400 403 254

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