

Turning member feedback into a measurable growth engine

Background (Data + Insights)

For Crunch Fitness, customer experience isn't a standalone program—it's **directly tied to business performance**. With a clear focus on **Revenue, Retention, and Referral (the "3Rs")**, the brand set out to evolve its voice-of-member ecosystem into something more **unified, actionable, and impactful**.

By bringing together multiple feedback channels, from active members to cancellations, Crunch Fitness gained a more complete view of the member journey. This broader lens revealed a **critical opportunity: connecting feedback across touchpoints could unlock deeper insights into churn, engagement, and long-term value**.

Action

- **Unified multiple feedback channels**—including member surveys, cancellations, and contact forms—into a cohesive listening strategy aligned to the 3Rs.
- **Redesigned the member feedback survey** to improve engagement, including a shorter, more streamlined survey experience.
- **Added new listening programs** like review generation, with plans to expand into in-app surveys and API integrations.
- **Leveraged insights across the member lifecycle** to better understand and act on key drivers of retention and re-enrollment.

Results

- **Increased engagement** following survey enhancements, with an average of 51 responses per club per month—up 31 responses.
- **Improved member experience** through a shorter, more streamlined survey.
- Quantified the financial impact of cancellations at **~\$27M**, creating a clear business case for retention-focused improvements.
- **Strengthened retention strategies** by linking satisfaction to cancellation behavior and improving re-enrollment outcomes.
- **Built a scalable foundation** to expand the program into new markets, including Canada and beyond.

Xcellence Spotlight:



Next Steps

Looking ahead, Crunch Fitness is focused on **expanding its ecosystem** even further—introducing new listening points across the customer journey, **enhancing personalization**, and scaling its approach internationally. By **eliminating silos across feedback channels**, Crunch now has a clearer view of the member experience, helping **turn insights into sustained growth**.

