‘Keepme’ Launch Innovative New AI Tool To Dramatically Improve Membership Retention In The Health And Fitness Industry

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LIVERPOOL, UK – November 1st, 2018 – Following 18 months of research and development, UK based 'Keepme' have announced the launch of a unique AI tool, designed specifically to revolutionise member retention for the health and fitness industry.

Aptly named, the 'Keepme' tool will provide gyms and health clubs with a conceptually refreshing and intelligently driven approach to proven member retention. The 'Keepme' tool, launched today, will see a broad spectrum of gyms, health and fitness clubs drastically change their approach to keeping valuable memberships. Through automated AI driven analytics, which use individual member data to identify patterns conducive with membership exits, the tool will allow client users to re-engage with customers and significantly increase retention, through the integrated communication suite.

In 2018, health and fitness industry body IHRSA published figures to show that the market is now worth £68 billion. With member subscriptions generating more than 80% of this revenue (and annual member retention at less than 60%), it is very clear that retention strategies are crucial to maintaining the lifeblood of fitness businesses and ensuring their continued success.

The unique 'Keepme' tool works by analysing individual member data to apply an algorithm score that is associated with a risk of leaving. Having proven accuracy of over 85%, the tool is designed to provide clients with in-depth and actionable insights, enabling fast and effective engagement to avoid losing the customer.

Founder Ian Mullane has spent over two decades developing enterprise business applications and has significant experience in the health and fitness sector. Ian Mullane commented: “We identified that membership retention is a primary factor in the continuing financial viability of a fitness business. It's also one of the most resource intensive and time consuming to manage on a daily basis. That's why we've designed the 'Keepme' tool – to revolutionise the approach to keeping customers and maximising revenue streams effectively.”

The 'Keepme' tool is available from today. For further information, please visit the official website at https://www.keepme.ai

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