



## Business Need:

Aquaterra Leisure, the charity dedicated to improving the quality of life and health in local communities, wanted to **reduce the number of no-shows** at its sports and leisure facilities.

A cost effective method of contacting members, which improved the quality of service offered, was needed.

## The Solution:

Incentivated's text **Appointment Reminder** system is used at each venue allowing receptionists to manage bookings.

Members who book any facilities are reminded of their appointment via text message and also **group alerts** can be sent, for example to promote special offer days.



## Why Mobile?

- ✓ More than 97% of urban adults own a mobile.\*
- ✓ Reaches members instantly.
- ✓ Less time consuming than making phone calls.
- ✓ Frees up staff to do other things.

\* Source: Metro, 2005



## Our Task:

- ✓ Develop system that integrates with current booking system
- ✓ Supply solution that allows outbound texting
- ✓ To create a quick, user friendly solution that is compatible with their current CRM packages to allow for sending of promotional messages at short notice

## Results?

**“Incentivated’s text message Appointment Reminder product “iris” has given my team an extra ten hours per month of one-to-one time on the floor with members at peak times, which should have a good effect on our retention figures.**

**Not only will “iris” increase the revenue we receive from our many leisure facilities by reducing failed appointments, it will also enable us to communicate offers and updates directly with our members.”**

*Craig McIntyre, General Manager of Aquaterra Leisure Highbury*