



## PRESS RELEASE

### **Aquaterra Chooses Incentivated's 'iris' Appointment Reminder System To Improve Bookings For Its Leisure Facilities**

Aquaterra Leisure, the charity dedicated to improving the quality of life and health in local communities across the UK, has chosen Incentivated's text message appointment reminder system 'iris' to reduce the number of no-shows at its sports and leisure facilities.

Aquaterra Leisure manages leisure facilities on behalf of Islington Council, London and Bath & North East Somerset Council. The organisation will be using 'iris' at each of its venues, allowing receptionists to manage members' bookings by integrating with their existing administration system. Members who book any of the facilities available in their center or club are automatically reminded of their appointment via a text message sent to their mobile phone. This will improve the service offered to members and considerably reduce the number of no-shows. The cost and time savings over calling members individually has been proven in recent trials. 'iris' can also be used to send group alerts to members – for example promoting special offer days.

"Incentivated's text message Appointment Reminder product has given my team an extra 10 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" said Craig McIntyre, General Manager of Aquaterra Leisure Highbury. He added, "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."

Jonathan Bass, Managing Director of Incentivated said, "Mobile marketing has been shown to work time and time again in both the public and private sectors. Managers of public sector facilities have to use the latest tools to compete with privately owned facilities whose marketing budgets can sometimes be larger. Mobile marketing is one of the most cost effective of media and the initial entry costs are low as well. Results in terms of customer acquisition and retention are superb, as we have proved time and time again."

## About Incentivated

Founded in 2001, Incentivated is a mobile marketing agency that provides software for straight forward integrated marketing activities and campaign management services where the need is more complicated. Incentivated's solutions are used by leading brands, charities and public sector bodies to improve the effectiveness of communication between the organisation and its customers. Greater participation resulting from the use of the mobile medium and reduced operating costs typically lead to increase ROI.

Incentivated's mobile marketing products and services have been developed using the latest technologies in text and picture messaging for advertising, direct marketing, direct response and sales promotion. Using the Global Standard for Mobiles Incentivated can deliver mobile campaigns to the four corners of the globe.

In addition Incentivated has a range of sector-specific applications for mobile customer service and mobile commerce objectives. Mobile customer service enhances existing customer service processes by adding the mobile channel as an additional option for consumers. Incentivated's mobile commerce platform allows businesses to offer secure transaction processing, collection of payments by PSMS and content delivery to the handset.

## Contact Details

For more Information and photography

Tresena Hastings  
Reality PR  
tresena@realitypr.co.uk  
+44 (0)20 8663 6111