



MXM Helps EoS Fitness Bridge the Gap

Rich Drengberg

Title: CEO

Club: EoS
Fitness

Number of
Locations:
39 locations

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■ **Why did you decide to partner with MXM — what specific challenges were you looking to solve?** We knew we had a delta between the member experience we wanted to deliver and what was actually happening in the clubs. We also know that the member experience is the product in this business. We needed the best possible way to see those gaps, and we wanted the help and expertise on how to actually close those gaps quickly from an operations standpoint. There is no one in the industry that came remotely close to MXM when it came to understanding the technology needs, the methodology for using the data and having a deep understanding of club operations.

■ **What have been the biggest benefits of this partnership to your business?** We have made a lot of progress, but we are not done yet. With that said, we have seen incredible positive change throughout EoS with real ROI in many forms including a major reduction in attrition. Club operations is like software. Our team, policies, business practices, processes and programs make up our “operating system” so to speak. With MXM we see in real-time where we need to fix issues, where we can innovate to add more value for customers, and what positive changes are surfacing that we can scale throughout EoS. Moreover, they have a team that understands our club operations and advises us at a level we would not get from any other provider.

■ **What are some best practices you can share for implementing MXM?** Saying that you want to cre-

ate a great member experience culture is easy. Doing something about it takes hard work. If you are the leader, it is your job to set the vision for your member experience and to have your fingerprints on aligning everyone in your organization around the member. It doesn't matter if you have one club or 100. CEOs, owners and operators should take ownership of the member experience vision and ensure your entire company is engaged.

■ **How would you describe MXM's customer service and support?** I have never experienced a company stronger in customer service and support. They are as engaged and helpful today as they were four years ago when we first started working with them. I do not regularly participate in many interviews and solely chose to do this one because I have so much respect and appreciation for the help they have given me and our team over the years.

■ **Why else should other club operators consider partnering with MXM?** MXM is so much more than NPS. MXM creates clarity on the drivers of NPS and they have the expertise to help you change quickly. We have also implemented their employee feedback platform and will soon be rolling out other feedback mechanisms like post-purchase and cancellation feedback. Lastly, we can benchmark our clubs against data from hundreds and hundreds of other clubs. It is very cool when frontline teams take pride in their member experience scores. There's nothing like your front desk teams all working hard to get their friendliness scores up there.