signpost

Anytime Fitness - Lancaster, TX

I LOVE SIGNPOST! Signpost has enabled me to target my prospective customers while keeping in contact with lukewarm prospects. Their software is not bothersome, meaning that it sends emails/texts messages without "bothering" clients or turning them off, but it also allows me to send out messages quickly if needed! Not only do potential customers get attention, but you can also upsell current members using the same non-bothersome system. It is a great system and customer service is great as well! I will be a customer for a long time!

- SHEDRICK COLE, OWNER OF ANYTIME FITNESS OF LANCASTER

The Challenge

Shedrick, the owner of Anytime Fitness in Lancaster, Texas, was looking for a way to engage lukewarm prospects and keep in touch with his customer base. He turned to Signpost for a system that was easy to use and unobtrusive to customers.

Signpost Solution

Signpost was able to deliver on Anytime Fitness's objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

The Results

Reviews: Signpost's Mia has generated 12 positive reviews for Anytime Fitness of Lancaster, which not only improves their digital presence, but drives new customers into the business.

Feedback: Mia's email automation has driven 139 feedback responses, providing the business with valuable and actionable insights on their customers.

Offers: Over 565 offers have been claimed from Anytime Fitness's customer list. Automating this effort drives current customers back to the service.

Email Marketing: Mia's targeted messages prompt a 31% open rate which allows Anytime Fitness to regularly reach hundreds of potential customers.

SMS Marketing: With text message marketing, Anytime Fitness engages with their customers 8x more effectively than email messages.

Find out how Signpost can help grow your business. Visit signpost.com or call (855) 606-4900.

Get started