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Managing Your Membership Program

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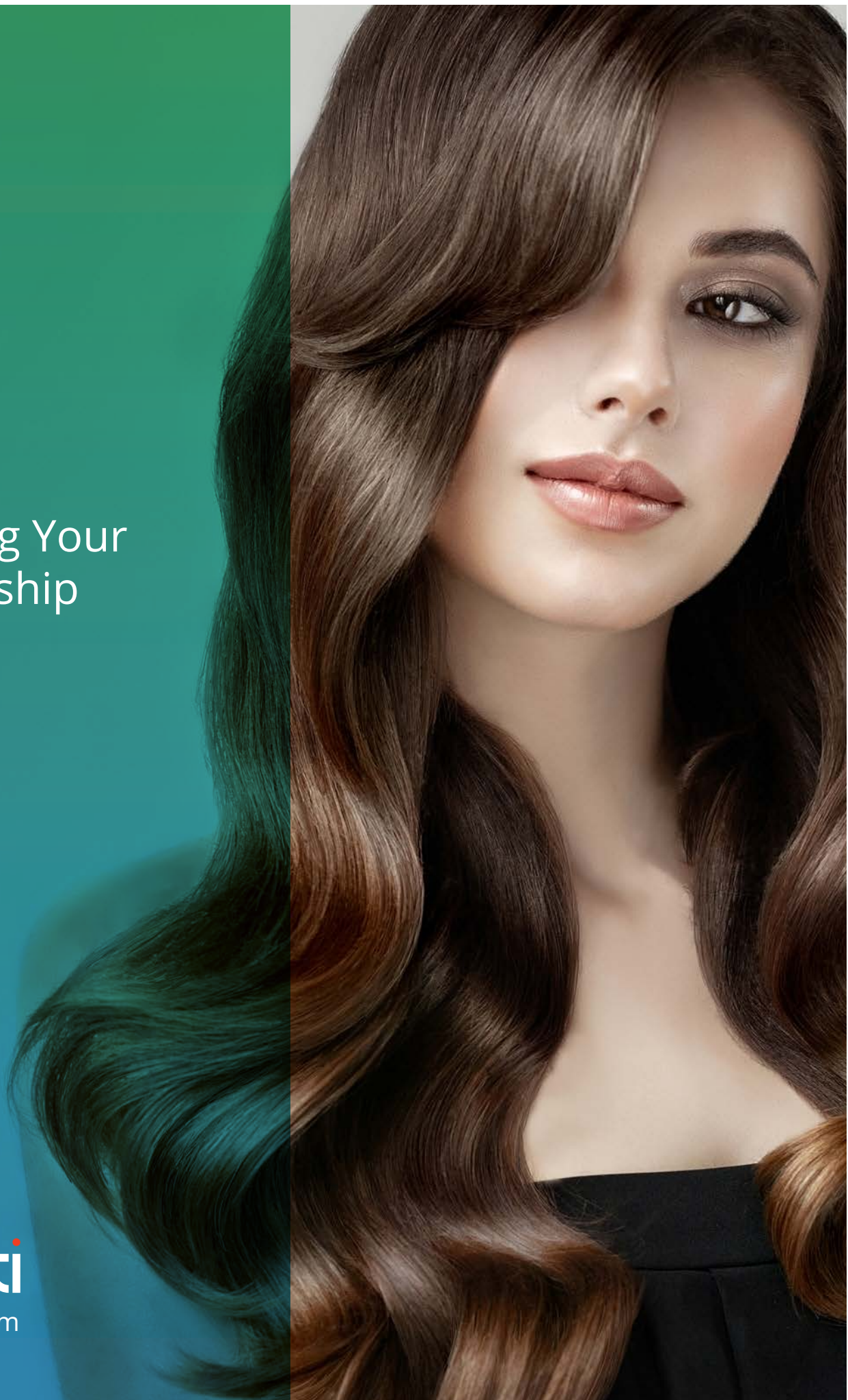




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MANAGING YOUR MEMBERSHIP PROGRAM

A membership program is a complicated machine with many moving parts. There's the logistical side: enrolling your customers, redeeming benefits, and renewing members. Then there's the strategic side, which involves structuring your membership program to be profitable and tracking its impact on your business.

And then there's the customer-facing side — ensuring you're creating an overall stellar customer experience by offering relevant, irresistible perks for your members.

With software like Zenoti, you can manage every aspect in one convenient place. In this guide, you'll learn about all of the ways Zenoti supports your membership program to keep your business growing.

Creating an unforgettable customer experience

At its core, a membership program is about your customers. It's a way to provide incredible value and reward the people who care most about your business. A loyal customer is worth more than a hundred new leads — play your membership program right, and you can guarantee that customer will bring in more business through word of mouth for years to come.

That's why it's essential for your membership program to provide a killer customer experience.

Seamless, hassle-free access: Zenoti gives your customers the power to access their memberships at multiple locations or centers. They can easily retrieve information about their service benefits, history, and other preferences no matter where they are.

Easy signup for new members: While Zenoti enables new members to sign up in-store at a POS, it also gives them the ability to sign up online conveniently and securely from a web store. Your web store is customized to fit your brand, and is PCI DSS and PA-DSS compliant. It's easy for businesses to use and ultra-convenient for clients.

Membership kickoff: Whether your customer signs up online or in person, Zenoti immediately adds this person as a member, updates financial records, and even sends an automated welcome text or email to the new member. If a guest needs to agree



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to terms and conditions before joining, you have the option of requiring this at signup. Best of all, this is all done electronically, allowing you to go paperless.

Self-service: Give your customers ownership over their memberships with software that allows them to look up important information on their own. Zenoti offers a mobile app for your customers that can be branded exactly to match your business. Members can check their service history, membership balances, and redemptions from your website or through the mobile app.

Planning a flawless membership program

The core of your membership program is what you offer members — the member benefits. If you have unique requirements that must respond to different regional, business segment and strategic needs, you'll find rich flexibility with Zenoti to help you manage different membership types.

Different types of memberships

Member benefits can include any combination of discounts, free services, credits, and other offers. Typical membership benefits include:

- **Discounts.** Define a flat or percentage amount on all or specific services. For instance, offer a 20% off salon services and 10% off spa services. Or, offer \$20 off for each visit. You can also specify different amounts for peak and off-peak hours. The POS applies the appropriate discount.

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- **Credits.** Assign credits that can be spent on all or specific services. For example, for a membership that costs \$500, give \$750 worth of credits to be used only on skin services.
- **Free Services.** Include services in the membership cost. E.g., create a membership with 12 massages, where the guest must use one massage per month over the course of a year.

Combine benefits to create your membership. For example, you could offer a recurring membership that:

- Costs \$50 a month
- Requires a 12-month contract
- Includes either the Spa Bliss Signature Massage or the Serenity Massage every month

The system automatically bills the member every month, and you can allow benefits to roll over each month if they weren't used.

Additional Criteria

Here are some more ways to customize your membership program with Zenoti:

- **Accept recurring payments.** Rather than collect a full year's membership fee upfront, set up an automatic payment schedule. Your member is automatically billed without manual intervention from you.
- **Limit the frequency of a service.** Whether you're creating a recurring membership or a specific treatment shouldn't be taken too often, you can limit the frequency of any service. For instance, you can restrict a laser hair removal session to once every 45 days as protocol makes it unsafe to do it any sooner.
- **Add multiple guests to a membership.** You define how many members can be added (if any) to a single membership.
- **Create promotional memberships.** Restrict the sales dates for a membership.

Redeeming membership benefits

Online booking supports all scenarios of your membership redemption, whether your guest wants to redeem free services, use credits for payments, or use a discount. Online membership redemption is available if you choose enforce payment at the time a service is booked.

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Launching your membership program

Do you do business across multiple locations, and need to launch your membership everywhere at once? How will you ensure you keep customer data secure, and that only authorized employees can access guest information? Here are some of the ways Zenoti makes your launch seamless and secure.

Multi-center membership program launch

Multi-center chains can easily manage the process of managing all memberships in a controlled and efficient manner. Centralize your membership management, by assigning your admin office the responsibility of creating, updating, and rolling out memberships to all your centers. Assign area managers the ability to create or modify memberships at their centers only. This allows you to respond to the needs of specific centers according to legal restrictions and demographic differences.

"Grandfather-in" your old members with automatic versioning

When you update your existing membership program, Zenoti supports guests on your old membership program so you can reward your most loyal members with their original pricing or benefits.

Secure from start to finish

Role-based security allows you to limit who can create and edit memberships for the organization as well as specific centers.

Fraud protection

In many countries, fraud from both staff and customers can be a significant challenge. In areas where official identification cards are not the norm, you can choose to use our One-Time-Password (OTP) method to verify member identity. OTP is a process where during redemption against a membership, a security code is sent to the member's cell phone. When a guest tries to redeem against a membership, the POS requires that security code before completing the transaction.

Accounting considerations

In the case that you accept a membership fee upfront (this is not applicable to recurring payments), you can choose to either initially recognize the entire payment upfront or have the system recognize the revenue on a monthly basis. These options should be used based on your requirements from accounting and according to your local regulations.

Optimizing your membership program

Zenoti doesn't just help you get up and running with your membership program, it's also designed to help you make the most of it. Marketing automation and personalization, custom notifications, and advanced reporting are just a few of Zenoti's features that help you grow your bottom line with memberships.

For example:

- Send an email with an offer for "An additional massage this month at your low membership rate!"



- Send a text message before a member's appointment to "upgrade your upcoming massage for only \$20".
- Send an email that encourages family to sign up for their own membership at a discounted rate.
- Print a coupon on every member's bill or receipt with a discount for related retail product.
- Print coupons, which your members can give to friends and family.
- Zenoti automates the marketing process for you, allows you to target members with the right offer, and helps you get creative.

Membership renewals

Don't let existing members fall through the cracks when their membership term is up. Check out your membership renewal report to see which memberships are about to expire. You can also set alerts for both the front desk and your clients to inform them when a membership is about to expire. Send tailored messages to guests to encourage membership renewal with integrated marketing automation, and win back business you might've lost.

Incentivize employees to sell memberships with commissions

Employees can earn commissions on memberships in two ways: the first is by selling a membership, and the second is by performing a service that is redeemed against a membership. Employees can use the employee mobile app to track their earned commissions including services delivered and membership sales.

With Zenoti, you can define how much commission your employees earn based on:

- **Job.** Assign a commission value for each job (e.g. receptionist, therapist, stylist). All employees are designated to a job.
- **Tenure.** Adjust commission values based on how long the employee has worked with you.
- **Seniority.** Adjust commission values based on seniority of an employee.

- **Sale Type.** Assign different commission values for sales of memberships and for performing a service that is redeemed against a membership.
- **Revenue.** Assign commission values based on revenue ranges (e.g., 4% commission on a revenue of \$1-\$1,000 and 5% commission on a revenue of \$1,001 - \$3000).
- **Specific Memberships.** Assign a commission value for all memberships or vary commission by specific membership.

Reporting and analytics

Our reports help you track membership sales and redemptions by time period. Use the reports to:

- Identify your best selling memberships
- Monitor trends over months
- Track redemptions for accounting
- Monitor individual guest memberships that are about to expire
- Compare membership sales performance across centers your organization
- Monitor membership sales against overall revenue collection
- Compare redemption trends between centers
- Monitor individual guest memberships that are about to expire

As you can see, Zenoti aims to provide complete support for memberships and other business operations within your spa or salon. At Zenoti our aim is to help you realize real business benefits. In the case of memberships, we hope that our integrated approach helps you ease operations, support customers, and help you further promote your business. Contact Zenoti for more information.

About Zenoti

Zenoti is the most advanced cloud-based, business software for spas, salons, and medi-spas. Trusted by 5000+ spas and salons across the world.

www.zenoti.com

