

# Combining customer retention and exercise adherence for best results

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## Abstract

The research aims to examine the link between retention strategies and exercise adherence models in the health and fitness industry from a supply and demand perspective. Mail surveys formed the basis of the research which incorporated 210 operators and 100 lapsed members. Preliminary results indicate that less than 52% of operators complete an exit analysis while 54% of lapsed members would rejoin the club exited if invited. A combination of retention strategies and exercise adherence models could prove useful in advancing customer retention in the health and fitness industry and further investigation of this is required.

## References

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