



corequest
...at the heart of leisure

a seamless lifecycle
of products & support
for income growth



corecare
... at the heart of customer care



coreresource
... at the heart of systems



corefinance
... at the heart of revenue



corefinance

... at the heart of revenue

.....shows where all your income growth areas are. Our customer focused till system and infrastructure looks at the buying potential and habits of every customer you have. We provide fast easy to use ePOS software that delivers real time performance under each income group, providing easy to use reporting portals and supports membership management, access control and payment processes.

Electronic Point of Sale

Let's Consider Yield Per Member!

Our electronic point of sale system has been designed to be as fast and simple as possible for your staff. You can link your sales to members or just make sales as you need. Swipe a member card or search for a member and you've linked the income to the member. Each sale is stored in detail in the database so you can reconcile your income with your products sold using our security controlled reports.

We can now let you work out your income per member per month, per appointment or per visit. You can see who buys what product and how much they buy as well. You can now easily understand your best selling products and when you sell them during the day – all at the press of a button.

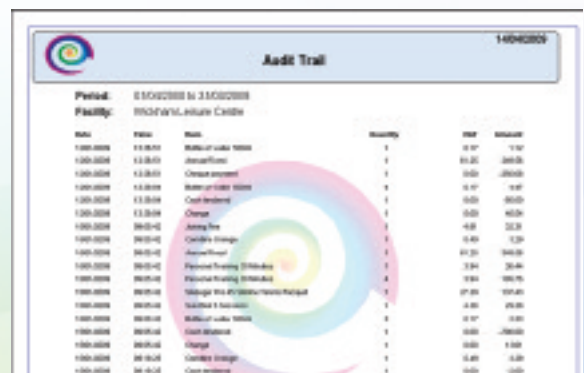


Ease, speed, accuracy!



Member Tracking

Do you know who is on your premises now?
Do you know when they were last here?
You probably hope that a member of staff will find out how they have been doing and perhaps mention your special offer for the month!
CoreQuest can help you do this and a lot more. By helping you with access control you can identify who is coming in, whether they are members or not and more importantly if that member is showing signs of leaving you. We let you target your staff on your most vulnerable members and take action to re-engage them in your services.



Designed for touch screen, computer or electronic till.

We don't just track, we let you act!

www.corequest.co.uk

email: info@corequest.co.uk Tel: +44 (0)20 8639 4574 Fax: +44 (0)20 8658 2959 VOIP: 05601 531 269, 05601 531 270
CoreQuest, 343 Eden Park Avenue, Beckenham, Kent BR3 3JN



corecare

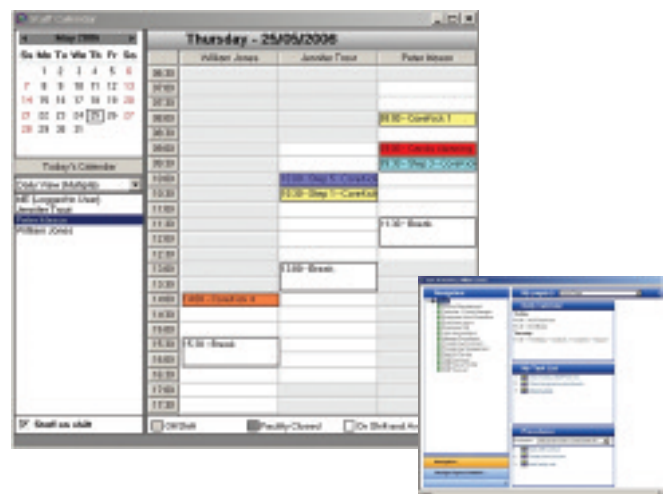
... at the heart of customer care

.....helps your organisation deliver more leads, create great customer experiences, increase sales closing rates, deliver the first phase of the customer journey into exercise, map customer buying patterns and monitor routine habits letting you identify and interact with high risk users. We provide a simple to use software platform, call centre and lead generation approach that gets results by driving income potential into all areas of your leisure business.

Prospects

The lifeblood for your business

Our foundation sales approach ensures that the interest you generate, turns into a sale on a consistent basis. We introduce simple data capture procedures, simple needs analysis templates explaining your customer journey and we use the inspirational stories of your members success. We provide you with a comprehensive price presentation approach that sells the special benefits of your membership explaining your real value for money offer.



Integrated and Bespoke sales systems ensure the consistency of your results

To ensure a consistent commercial approach to your business why not let us manage your activity and outreach plans to ensure a higher success rate for your teams to follow up on. This service is supported by our IT solutions delivering an effective integrated high value process but if necessary it can also be delivered in paper format according to your current available resources. Either way, you get improved prospect conversion and improved income.

Contact us to find out more about our products:

Sales Accelerator

Fill your gym diary with new prospects trying out your facilities, let us get them in, you follow our service model and you pay us on an income share basis for the result we achieve. Watch how our diary and call centre drive your business.

Core Attract

Our new contact manager provides instant feedback on drop out risk for clients currently in your facility. Using current usage data staff throughout the centre instantly see who is about to cancel membership and who is good to stay. Moreover we help you provide your members with the best reasons to stay!

Sales Team Diary

Try our unique prospect management software, build daily action plans, monitor follow up, manage the sales service remotely and be in touch with your customer facing teams in real time anywhere.



coreresource

... at the heart of efficiency

.....provides the tools to manage total staff resource and it's effectiveness in delivering your core operational and business objectives. The Gym Diary is the focus for GP referral schemes, course management, alternative therapies and daily action plans for membership service staff. This service adds value by getting the staffing costs right to suit your business, after all this is probably your second biggest cost!

40% of your new members stop coming regularly within the first 30 days

To start something new is often a most difficult thing to do. However, if you see results quickly from your initial decision then it can create a habit for life.

We provide a proven programme that introduces all new members to your facility this helps them feel great and lets them achieve results quickly. This helps you make a great first impression and one of true value physically, financially and psychologically.

Sound industry and academic research into retention demonstrates clearly the importance of the customers first month of activity and your maintenance of their care during the first quarters membership.

We provide a bespoke and proven way to improve the 'touchpoint' quality between you and all your members using improved interactions between your fitness staff and your members.

We provide four main programmes for the four main reasons behind joining. Each programme offers the following undertaking from us to your member -

'we guarantee results or your money back!'

All programmes provide 5 one to one sessions delivered over 30 days.

Lose It!

Weight loss course focussing on diet, exercise and life.

Feel It!

For energy levels, less out of breath, improved mood, better sleep quality.

Be It!

Performers programme for those that like a challenge using specific training methods from all the sports science available.

See It!

Change the shape of your body rapidly, repair muscle and joints from injury.



Our 'magic' hinges around the following areas, what we call 'AHINT'.

- A quality one on one appointment structure
- High quality education
- Innovative training methods
- Nutrition and well being
- Targeted achievable results

Corequest Induction Process provides:

- Appointment resources to educate and motivate.
- Increased longevity of stay by up to 30%.
- Increased staff productivity and general job satisfaction.
- Improved personal training revenue and maintained pipeline of interest.
- Training that develops staff skill and rewards through customer referral.
- Includes full KPI measures.

Our projects boast a number of successful service programme implementations across the UK all of which have been adopted as standard company policy and operating procedure. Examples include:-DC Leisure's Kinetika Journey, The Dragons Promise, Bromley Mytime's ActiveNow and Eze fitness's Big Rocks programme.

Programme Management

Because our software covers the staff and their interactions and daily tasks we can tell you which programmes activities and takes are most affective in terms of cost and the income they generate.

Our system truly assess the viability of the types of resourcing activity that is core to your operations.

Use us for GP referral management, Alternative therapies, PT, or other tagged courses or appointments improve cost to deliver.

Call: 020 8639 4574