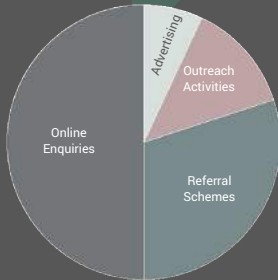


HANGING ONLINE

Research into online membership enquiries



nurturingskills



How are prospective members attracted?



How operators respond to online enquiries

60% email
20% phone
20% no follow up

Of 47 websites Bigwave media analysed only

23%

were responsive.



Responding to online enquiries within 15 minutes resulted in a 70% conversion at Queen's Park Sports Centre

30 HOURS

average time to respond to online enquiries



Response times

20% - within 1 hour
35% - 1-24 hours
25% - 24 hours +
20% - no response



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