

From local to Global.

Our Membership program
transformation journey

Hi.



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CRM & Loyalty
Manager



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Membership program
Manager

OUR PURPOSE

Move people through the wonders of sport

OUR POSITIONING

Make sport yours

OUR VALUES

Vitality

Generosity

Responsibility

Authenticity



Why move to our global solution?

Stronger value proposition

Better integration

Customer knowledge

To succeed with such a migration, who would be your best ally?

Answers:

Store teammates

Your customers

The leadership team

The support teams (HR, data, CX...)

A photograph of a person climbing a rock wall, viewed from above. The climber is wearing a blue tank top and a yellow harness. The rock wall is light-colored with various handholds. The background is dark, suggesting an indoor climbing gym.

Stakeholder & leadership buy-in

Our challenge

**Not another
program.**

Our approach

Create a unified vision

Membership Manager

Stakeholder Connector

Kick-off

Hey Neighbour!

Retro Planning

Old Friend

Go / No-go session

Never forget the Frontline

Robust numbers: what we are missing out on



Our Wins

Short migration **6 months**

Improvement on the **Program proposition**

Support from all **Stakeholders**

A process of **Trust and no micro management**

A group of people are sitting inside a tent, looking out at a mountain landscape. The tent's interior is dark, and the opening reveals a bright, scenic view of a mountain range with snow-capped peaks, a dense forest of green trees, and a calm lake in the foreground. The people are seen from behind or in profile, looking towards the landscape.

Turning teams into loyalty champions

Our challenge

**Make it to the top
of the list.**

Our approach

Boots on the ground **Local relay retail** **& Customer service**

Training path **A project anchor**

Game Changer project: at country level

Shared commitment **It's a tool, not a task**



Our Wins

Decrease in **Customer tickets**

Increase store ID rate **+23% yoy**

Dedicated teammates **Owning the KPIs**



**Soft landing with our
customers.**

Our challenge

Protect our base.

Our approach

Be generous **Inform & Inform** **Unified storytelling**

Make it fit **Made to move**

A group of five young girls, likely gymnasts, are shown from the waist up. They are wearing white long-sleeved leotards with a colorful floral pattern in shades of blue, pink, and orange. Each girl is holding a gold medal with a blue, white, and red ribbon around her neck. They are all smiling and looking towards the camera. The background consists of horizontal wooden slats.

Our Wins

Stable member base **No unsubscribe**

CRM Automations **+480% voucher redemption**

Broadened **Our reach**

Limited resources?
Our top picks.

Project transition

Have a dedicated project manager

Leadership buy-in

Show what we are missing out on

Employee engagement

Shared commitment

Protecting the base

Be generous

Any questions?

Thank *you* !