

## Management Consulting

*Do you know what you are doing well to attract and keep your customers? Do you know where people go when they leave you? And why? How would people react to changes in the services you're offering? When's the right time to upgrade your hardware and facilities for maximum effect?*

Your business decisions can impact on member behaviour, for good or for bad. Human beings as individuals are never entirely predictable. But taken as a group, their likely future decisions and behaviour can be forecast with a degree of confidence that far outweighs trial and error. Psychologists, as behavioural scientists, understand a great deal about how people think, feel and behave as members of groups and communities, as consumers, and in relation to their health choices.

By employing forensic and investigative psychology techniques, Performance Psychology can inform you about the gap that exists between your business operations and your clients' preferences, expectations, and likely behaviour. Then we'll help you to build a bridge to your clients to maximise your chances of retaining them for the long haul.

If you're going to gamble your valuable resources on new and ongoing initiatives, why not let us improve your odds?

### How We Can Inform Management

#### Programme Evaluation

- Measure programme effectiveness
- Scope the feasibility of planned membership initiatives
- Compare and contrast programmes to guide management decisions

#### Customer Feedback Systems

- Develop client satisfaction surveys
- Analyse and report on customer feedback results
- Conduct focus group interviews

#### Retention Building

- Analyse membership retention trends
- Recommend modifications to existing systems for managing retention
- Train staff in retention management