

Role Title	Customer Success Manager
Accountable to	Head of Customer Success
Responsible for	Customer success administrators, Customer success team Co-ordinator & Memberships and Sales lead
Key Stakeholders	General Managers, Marketing, Health development, Operations, Systems
Our Purpose	We exist to improve the lives of others
Mission	To develop a healthier and more active community
Role Purpose	<p>As the Customer Success Manager, you will be responsible for delivering an exceptional end to end experience for all members, from initial enquiry through their entire membership journey.</p> <p>You will lead the Customer Success team which includes Customer Success Team Co-ordinator, Administrators and a Membership and Sales lead. You will implement strategic touchpoints, and drive initiatives that embodies member satisfaction, retention, and community engagement. Your leadership will ensure that every member feels valued, supported, and motivated to remain part of our well-being community.</p> <p>You will lead by example with our WATCH principles as your guide.</p>

Hours	37 hours per week
Location	Support Office
Salary	£39,837

Personal Qualities	<ul style="list-style-type: none"> • Passion for physical activity: Enthusiastic about exercise, wellness, and the benefits of an active lifestyle. • People-Centric: Exceptional interpersonal skills, with the ability to build positive relationships with internal and external customers. • Innovative & Commercially Minded: Motivated to maximise revenue through creative product development and market segmentation. • Change Management: Adaptable, with experience in managing change and responding to evolving market trends. • Analytical: Strong data analysis skills, with the ability to translate insights into actionable strategies. • Leadership: Proven ability to inspire, motivate, and develop a high-performing team.
Relevant Experience	
Essential	<p>Experience of managing a CRM system and digital engagement tools</p> <p>Proven experience of delivering exceptional customer engagement and retention initiatives.</p>
Desirable	<p>Excellent communication and interpersonal skills, with the ability to convey complex information clearly to both customers and internal stakeholders.</p>

	<p>Strong problem solving abilities and a proactive, positive approach to customer challenges.</p> <p>Data analysis skills to interpret customer metrics and drive data driven decisions.</p> <p>Experience in a customer facing role, ideally in customer success, account management, or support.</p> <p>Organisational and time management skills to work on multiple accounts and projects simultaneously.</p> <p>Ability to work collaboratively in a team based environment and across departments.</p> <p>Strategic thinking with the ability to execute tactically in a fast paced setting</p> <p>Track record of delivering successful retention and engagement initiatives.</p>
Skills and qualifications	
Essential	<p>Previous experience in customer success, account management, shared services, or contact centre role, preferably within the fitness, health club, or leisure industry.</p> <p>Experience or familiarity with health club management software or similar platforms used in the industry.</p> <p>Demonstrated ability to deliver training, onboarding, and ongoing support to customers or members.</p> <p>Experience in managing customer relationships with a focus on retention, upselling, and revenue growth</p>

Key Objectives	
KO 1	Deliver an exceptional customer Experience
KO 2	Drive engagement, Retention and Community
KO 3	Champion Continuous Improvement and Innovation
KO 4	Lead, empower the customer success team and colleagues

Key Objective 1: Deliver an exceptional customer experience

- Enhance Customer Experience: through design and implementation of systems to create a positive, memorable journey for every customer.
- Customer Satisfaction: Ensure that customers are happy with the services provided and feel valued.
- Ensure the onboarding programme is consistently delivered to maximise early engagement and retention
- Collect, analyse, and act on member feedback through surveys, direct interactions, and digital channels

Key Objective 2: Drive engagement, Retention and Community

- Increase Retention: Develop and execute strategies to engage members and reduce attrition rates
- Performance Monitoring: Track and analyse KPIs related to satisfaction, engagement, and retention.
- Leading the Customer Success Team Ensure effective communication and pathways for new and prospective members, renewals, outstanding balances, email correspondence, and cancellation requests throughout their journey.
- Develop and execute retention strategies, including targeted campaigns, events, and personalised outreach working with the marketing team on strategies and communication.

Key Objective 3: Champion Continuous Improvement and Innovation

- Continuous Improvement: Use data and insights to drive ongoing enhancements to services and offerings to stay ahead of the trends.
- Digital Innovation: Leverage technology to streamline and enrich the customer journey.
- Understanding Customer Needs: Actively listen to customer feedback and conduct surveys to understand their preferences and expectations.
- Map and optimise the customer journey across all digital and physical touchpoints.
- Analyse membership data, including cancellations and at-risk members, to inform win-back initiatives

Key Objective 4: Lead, empower the customer success team and colleagues

- Community awareness: Foster a sense of belonging through events, activities, and social initiatives
- Quality Assurance: Inspire and motivate your team to ensure they deliver excellent service to customers
- Conduct regular meetings with site General Managers, support teams to align on retention strategies and share best practices.
- Ensure all team members are trained and empowered to deliver high-quality, consistent service.

Additional information

The responsibilities set out in this document, in the advert and any additional information are intended to provide a flavour of the work you will carry out. It is not possible to include everything you will be asked to undertake, and we expect all colleagues to work flexibly according to business needs and to enhance your own development. Your skills, abilities and training needs will be taken into account and discussed with you when any significant changes to your role are needed.