

Customer Strike Information

So, what is it?

The strike system is a way of recording when members have either not attended a pre-booked activity, haven't registered their attendance or haven't provided enough notice of cancellation (4 hours) for us to enable another member to use the space.

Members receiving 3 strikes in a calendar month automatically have their booking privileges suspended for 2 weeks at the start of the next month.

Why do you have it?

Having made it easier for customers to book activities online and using the LED app we were finding that an increasing number of bookings were being made and not attended.

This resulted in some fully booked classes only being two thirds full, even though there was a waiting list.

For group exercise classes alone, LED typically have 30,000 attendances per month, so members were missing out on up to 10,000 class spaces!

Members and instructors found this frustrating and asked us to do something about it.

The strike policy was therefore revised to address this issue and increase the number of spaces available in classes

Does it work?

Yes! When first introduced at a single centre 1,924 strikes were recorded, resulting in 346 member booking suspensions. The following month this had dropped to only 187 strikes and 50 suspensions meaning that there were more spaces in classes and fewer members on waiting lists.

This doesn't mean that we can guarantee spaces on peak time or the most popular classes, however it does mean there is a greater likelihood of being able to attend.

Since being introduced at all LED sites the strike system has resulted in booking suspensions for less than 1% of LED members, meaning that more spaces are available and very few suspensions being issued.

What if I have an emergency?

We completely understand that customers experience unexpected or unavoidable circumstances that mean they are unable to attend or cancel in time, that's ok! This is why we allow for up to 3 strikes in a calendar month.

We have to send an email to notify customers of this, so if this is the case please try not to be offended and just disregard.

LED aren't perfect, do you get strikes too?

We're human and make mistakes too! Sometimes this could be a technical issue or an oversight by one of the team. Fortunately, these incidences are rare, and we take action to address the issue as soon as we are aware. If you do think an error has been made, always let us know and we'll be happy to investigate.