

ABOUT UAB RECREATIONAL CENTER

Named one of the top 25 Campus Recreational Centers, UAB provides quality fitness, wellness and recreational programs for the student community and beyond. UAB Campus Recreation serves 21,000 UAB students. In addition, over 20,000 UAB employees are eligible to join UAB Campus Recreation.

THE CHALLENGE

UAB Campus Recreation was looking for creative ways to improve retention and recruitment. UAB's focus was on developing the habit of visiting UAB Campus Recreation weekly. They wanted to motivate their students and members to more regularly visit their facility to ensure continued funding for the operation.

THE SOLUTION

UAB implemented Perkville to reward attendance, purchases, social and referrals. The rewards include free guest passes, discounts on pro shop purchases, massage, locker rentals and personal training sessions.

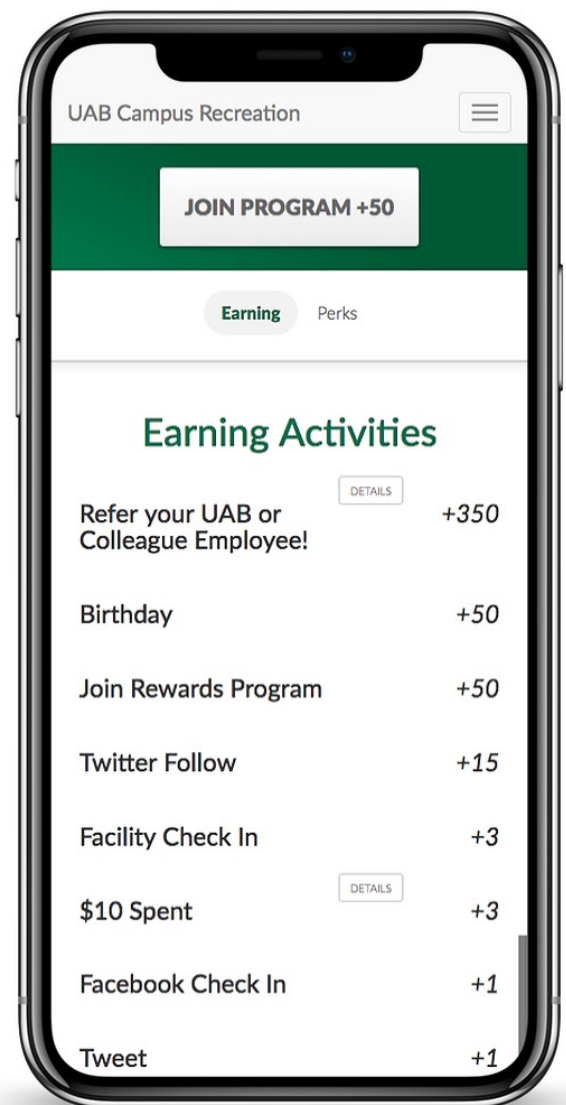
THE RESULTS

Guest pass revenue had been declining for the past four years. After implementing Perkville, guest pass revenue has been growing to the tune of 175% ROI because more people are trying out UAB's facilities, programs and services.

In addition, all major membership revenue lines are up by 11%. While many initiatives have helped, revenue has been improving since implementing Perkville.

“Implementing Perkville was fun and easy. Perkville won us over because we saw a return on investment.”

Henry Kneifl
Coordinator of Membership & Guest Services



uba.perkville.com