

RETENTION · DIAGNOSTIC TEMPLATE

The Studio Retention Scorecard

A 12-question diagnostic to see where members drift before you spend more on marketing. Score it with your team, then read the result on page two.

HOW TO SCORE

Score every question from 0 to 5

Final score = raw score / 60 × 100

0	We do not know / not in place	1	Ad hoc, only if someone remembers
2	Manually visible, not reviewed consistently	3	Reviewed sometimes, ownership unclear
4	Tracked and owned by someone	5	Tracked, owned, acted on, reviewed weekly

THE 12 QUESTIONS

First-visit follow-up

- 1 Do you know how many first-time visitors return for a second visit within 7–14 days? /5
- 2 Does every first-time visitor receive a personal next step within 24 hours? /5

Attendance signals visible

- 3 Can you see which regular members are attending less often than their usual pattern? /5
- 4 Can you see members with no future booking after their last attended class? /5
- 5 Do you distinguish a normal attendance dip from a real churn-risk signal? /5

Staff ownership clarity

- 6 When a member starts drifting, is it clear who follows up? /5
- 7 Can instructors easily pass retention-relevant context to the team? /5
- 8 Do you track whether follow-up actually happened and led to a booking? /5

Reactivation timing

- 9 Is reactivation triggered by attendance drift, not just by cancellation or long absence? /5
- 10 Do you segment reactivation by reason? /5

Demand vs. journey balance

- 11 Before increasing marketing spend, can you say where members drop off after the first visit? /5
- 12 Do you know whether your next growth constraint is acquisition, onboarding, capacity, schedule fit, follow-up, or reactivation? /5

READ YOUR RESULT

Score interpretation

Add your 12 scores, convert with raw score / 60 × 100, then find your band. The recommended next move is the single thing worth doing before anything else.

0–39
BAND 1

Leaky bucket

Next move — Fix first-to-second visit visibility and personal follow-up.

40–59
BAND 2

Reactive retention

Next move — Create a weekly at-risk member list with an owner for every follow-up.

60–74
BAND 3

Partly working, not yet reliable

Next move — Define 3–5 churn-risk signals and connect each to a specific action.

75–89
BAND 4

Retention-ready

Next move — Compare retention by class type, instructor, product and acquisition source.

90–100
BAND 5

Retention-led studio

Next move — Use Fit by Hermes to optimize, not merely diagnose.

NEXT STEP

Turn the diagnosis into a working system.

Fit by Hermes is built with boutique studios that want calmer front desks, visible member journeys, and follow-up that actually has an owner. Book a short review and we'll walk through your scorecard together.

[Book a 20-minute retention review](#)