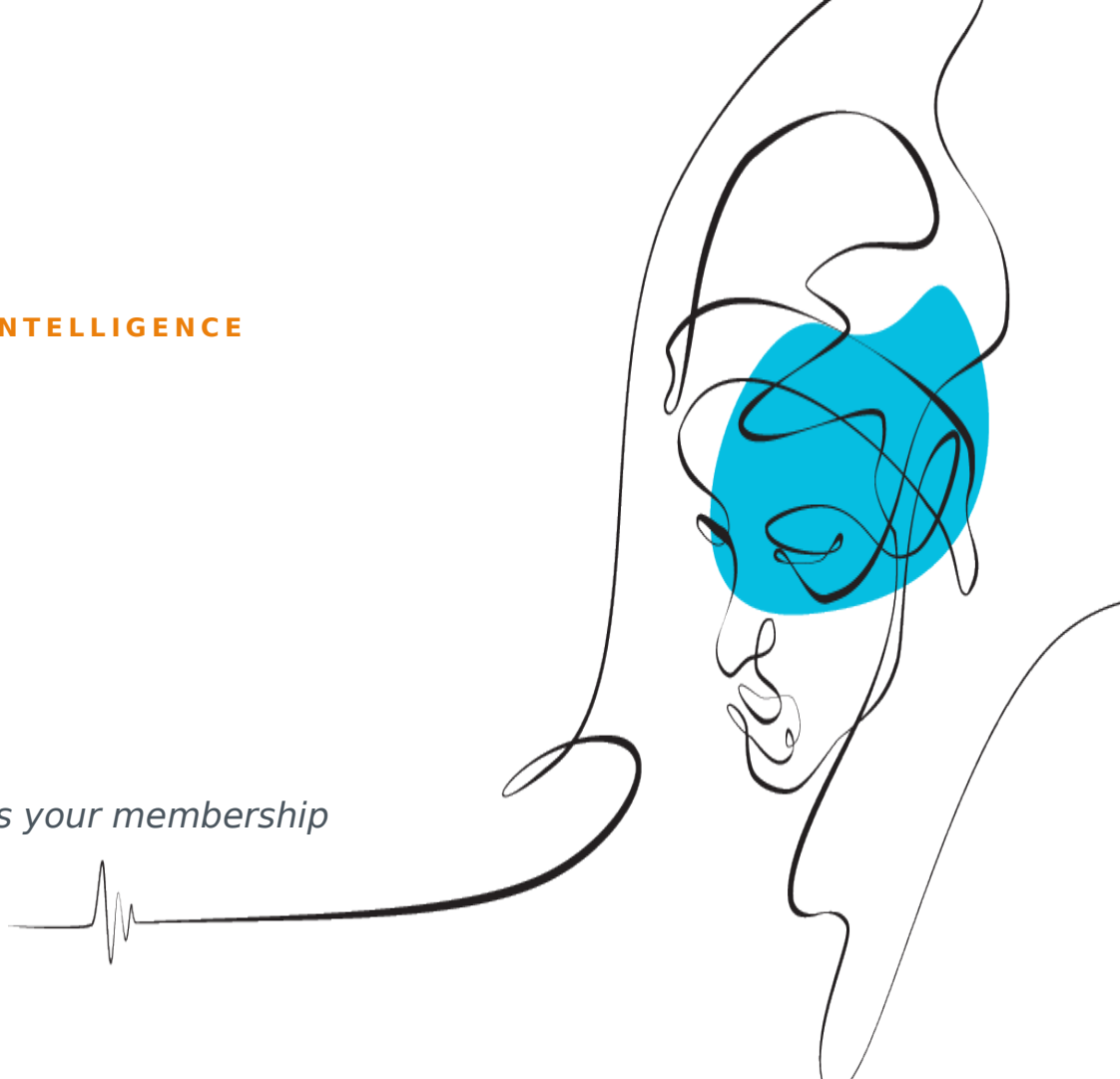


singula
decisions

MEMBERSHIP PIVOT · ENGAGEMENT INTELLIGENCE

Engagement Scorecard.

A measured view of who's engaged across your membership base — and why it matters.



EXECUTIVE SUMMARY

Engagement is the leading indicator of every retention, advocacy and upsell decision in a membership business. Most organisations measure it by gut feel, by anecdote, or only after a member has gone. Engagement Scorecard turns it into a measurable, weekly operational asset — six behavioural signals composited into a 0-100 score per member, clustered into eight archetypes, each with a recommended action.

73%

of retention risk is invisible

until cancellation — the engagement signal precedes the lapse signal by months.

6 → 1

behavioural signals → one score

frequency, depth, rhythm, programmes, digital, community — composited and weighted.

8

actionable archetypes

Devoted, Class Loyalist, Drifting, and five more — each with its own operational play.

From gut feel to operating system — within four weeks, on data you already collect.

THE PROBLEM YOU ACTUALLY HAVE

Engagement is what every membership business wants to grow, and the one thing most haven't measured.

01

INVISIBLE UNTIL RENEWAL

By the time a member cancels, the engagement signal has been falling for months. You see the outcome, not the slide. The cancellation reason is written by then; the chance to act is gone.

02

NOT ONE NUMBER

A daily lone wolf and a weekly class regular are both engaged — for different reasons that need different action. A single visit count flatters one and misses the other. Engagement has shape, not just size.

03

GUT FEEL AT SCALE

You know your most engaged members by anecdote — the staff favourite, the one who reviewed you on Google. The other ten thousand stay invisible. Advocacy programmes rest on a sample of one.

WHAT HIGH ENGAGEMENT LOOKS LIKE

MEMBER PROFILE

Sarah Kentridge

SK-1184 · PREMIUM · 34 mo. tenure

92

composite
engagement

DEVOTED

Trend ↗

This is what your tool isn't telling you about Sarah.

Daily 6am spin class — has not missed a Tuesday in seven months.

Two referrals in the past quarter, both converted to active members.

App opens 28 of 30 days. Reads every campaign, books classes a week ahead.

Hosted a small-group strength taster for new members last month — three signed up after.

If you don't measure her, you can't celebrate her — and you can't ask her to bring more like her.

THE MODEL — SIX DIMENSIONS, ONE SCORE

Each member is measured across six behavioural dimensions, normalised against tier-appropriate baselines. The composite is a weighted blend; the sub-scores stay visible because the shape matters more than the headline.

F

FREQUENCY

25%

Visits per week, indexed against tier baseline

D

DEPTH

15%

Average session duration and intensity proxies

R

RHYTHM

15%

Consistency of pattern — variance is penalised

P

PROGRAMMES

20%

Class attendance, events, personal training

G

DIGITAL

15%

App sessions, marketing opens, content views

C

COMMUNITY

10%

Referrals, reviews, social and check-in signals

EIGHT ARCHETYPES — CLUSTERED FROM THE SCORE

Archetypes aren't labels you apply — they fall out of the sub-score profile. Each one carries an operational meaning, and members move between them as their behaviour changes.

DEVOTED

Top of the curve. High everywhere.

Advocate · referrals · testimonial

CLASS LOYALIST

Engagement runs through the timetable.

Protect their preferred slots and instructors

ROUTINE

Stable, predictable, low-maintenance.

Light touch — recognition, not intervention

SOLO SPRINTER

High frequency, low programme + community.

Community ladder — strength programme intro

NEW & BUILDING

First 90 days. Trajectory looks right.

Eight-week check-in, programme recommendation

DRIFTING

Was higher, now declining.

Save desk · personal contact within 7 days

CASUAL

Sporadic, never dense.

App nudges · off-peak class trial

DORMANT

Effectively absent.

Win-back offer or controlled wind-down

THE DASHBOARD — ONE SCREEN FOR THE WEEK

Four headline numbers. Three operational lenses. The same view for the Tuesday standing meeting and the quarterly board pack.

ACTIVE MEMBERS

8,420

in the live cohort

MEDIAN SCORE

68

composite, 0-100

HIGHLY ENGAGED

27%

scoring 75 or higher

DORMANT

12%

scoring 25 or lower

LENS · 01

Your champions

Top 5 by composite — advocacy, referrals, testimonials.

LENS · 02

Currently drifting

Trend down, score falling — save-desk priority this week.

LENS · 03

Just joined

First 90 days — onboarding window, programme fit.

THE ROSTER — RANKED, FILTERED, ACTIONABLE

Every member, scored and ranked. Click any row for the sub-score breakdown and recommended action.

	MEMBER	TIER	SCORE	F·D·R·P·G·C	▲▼	ARCHETYPE	LAST SEEN
01	Sarah Kentridge SK-1184	PREMIUM	92		↗	DEVOTED	Today
02	Mei Zhao MZ-2391	PREMIUM	91		↗	DEVOTED	Today
03	Marcus Thwaites MT-3107	STANDARD	84		↗	CLASS LOYALIST	1 day
04	Priya Ramesh PR-2261	STANDARD	78		—	ROUTINE	Today
12	Devraj Singh DS-1147	PREMIUM	54		↘	DRIFTING	8 days
20	Edwin Burrowes EB-3308	STANDARD	18		↘	DORMANT	51 days

DRILL-IN — THE ADVOCATE

MEMBER

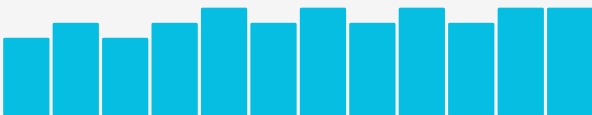
Sarah Kentridge

SK-1184 · PREMIUM · 34 mo.

92

composite

12-WEEK PATTERN



avg 6.2 visits/wk

SUB-SCORE BREAKDOWN



RECOMMENDED ACTION · ADVOCATE

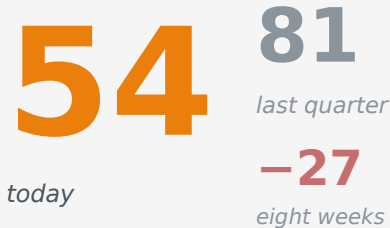
Daily 6am spin. Refers two members in past quarter. App opens 28 of 30 days. Candidate for testimonial — invite to next member referral campaign as named ambassador.

DRILL-IN — THE ONE YOU CAN STILL SAVE

MEMBER

Devraj Singh

DS-1147 · PREMIUM · 33 mo.



12-WEEK PATTERN



frequency halved over 8 weeks

SUB-SCORE BREAKDOWN

Frequency	<div style="width: 48%;"></div>	48
Depth	<div style="width: 55%;"></div>	55
Rhythm	<div style="width: 62%;"></div>	62
Programmes	<div style="width: 50%;"></div>	50
Digital	<div style="width: 65%;"></div>	65
Community	<div style="width: 45%;"></div>	45

RECOMMENDED ACTION · SAVE-DESK PRIORITY

Was 81 last quarter. Frequency halved over eight weeks; rhythm collapsing. Personal call this week — what's changed? Most recoverable cohort while engagement is still warm.

WHAT IT TAKES TO PILOT

Engagement Scorecard runs on data you already collect. Four weeks from kick-off to a usable score on every active member.

DATA YOU ALREADY HAVE

Visit logs — door entry, class bookings, time-stamped
Programme bookings — classes, events, PT sessions
App activity — sessions, content opens, session lengths
Marketing engagement — opens, clicks, unsubscribes
CRM — tier, tenure, plan, demographics

Optional: referral data, reviews, NPS

FOUR-WEEK PATH TO PRODUCTION

WK 1

Connect

Data feeds, baseline modelling, definition of tier baselines.

WK 2

Calibrate

Composite weights tuned to your operating model and tier mix.

WK 3

Cluster

Archetypes assigned. Operational playbook agreed per archetype.

WK 4

Operate

Dashboard live. Weekly rhythm in place. First action queue dispatched.

Without an engagement model, you are competing on facilities.

With one — and the operational rhythm that comes with it — you compete on intelligence.

Pairs with Lapse Predictor: Scorecard tells you who is drifting; Lapse Predictor tells you which intervention to deploy.

TRY THE LIVE DEMO

[engagement-scorecard-
dashboard.pages.dev](https://engagement-scorecard-dashboard.pages.dev)

Five minutes. No login. The same data
this deck describes.

BOOK A SESSION

singula.com/book

30-minute walk-through with a member
of the Singula team.

RUN A PILOT

pivot@singula.com

Four weeks from kick-off. Your data, your
archetypes.