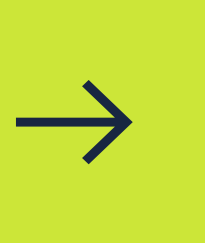


Live Cornerstone Webinar

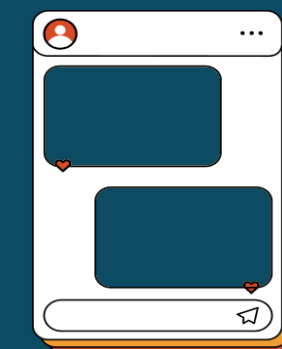
Transforming Leisure Customer Journeys with our Marketing Expertise & Gladstone's Game-Changing API



Gordon Watson
Head of Marketplace



WWW.GLADSTONESOFTWARE.COM



What's in Store?

Marketplace Introduction

Agenda

- Scene Setting & Background
- Ambition
- Digital Journeys & Customer Centricity
- Systems Integrations & InfoSec
- Gladstone being a game changer

Q&A

Hardware



Software

INTEGRATED



Service



Transaction



NON-INTEGRATED

Today's speakers



David Wadsworth
Managing Director



Steve Perry
Head of Web

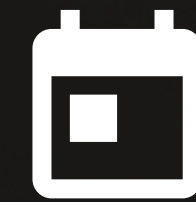
A little about us

Built on values, ethics and results, we're a dynamic and fast-growing agency with a trustable reputation.

We work as a strategic partner for most of our clients and pride ourselves on the many long-lasting relationships we've formed during over a decade of operation.

Our pledge is simple: Plan, strategise and deliver. A culture which keeps our clients moving forward and our own business thriving.

When we say we're full service, we mean it. We specialise in a multi-disciplinary offering, providing professional high-end skills across all marketing practices. We deliver a well-considered and comprehensive mix of marketing, design, digital, web, PR, video and print services specifically targeted at elevating our clients' marketing activities to a superior standard.



17 years in the industry



Growing 30% Y-O-Y



Roots in creative, digital and strategic marketing

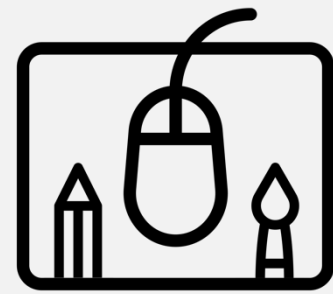


Headcount of 36 and counting!



Working with leading & challenger brands across industries, both B2B and B2C

Our expertise



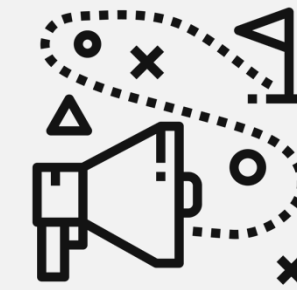
Creative

We've worked with some of the biggest names across the UK consumer and B2B markets and know how to add true brand value & creative design to make campaigns work harder for our clients.



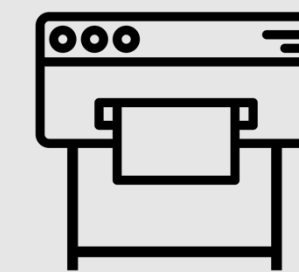
Digital & Web

Our team are a pretty clever bunch of people, with a fancy for all things digital and an eagerness to develop and evolve with technology. Embracing new things helps us to keep our clients ahead of the game, and ahead of their competition.



Marketing & PR

It's not all pretty pictures and cool tech at Cornerstone either, quite the opposite. We've got some great business heads that work closely with our clients to generate a marketing and PR strategy that delivers results and engages with its audiences.



Production

Our expert in-house production experts can make sure your retail POS, signage, exhibition materials, outdoor advertising or anything print related is delivered on time, to the highest of standards, and always on budget.

B2C

We've been part of some outstanding B2C campaigns, from behaviour change campaigns at a regional level for our public sector clients, to mass media ATL activations, and targeted consumer / ecommerce campaigns, we've done it all, and love every last bit of it.

B2B

We've worked with B2B manufacturers, PLCs, investment companies, property and more. We love getting under the skin of customer personas, targeted strategies and building out a meaningful funnel that delivers results, brand salience and repeat purchase. Operating nationally and globally, our teams are fully versed in the B2B world.



Scene setting

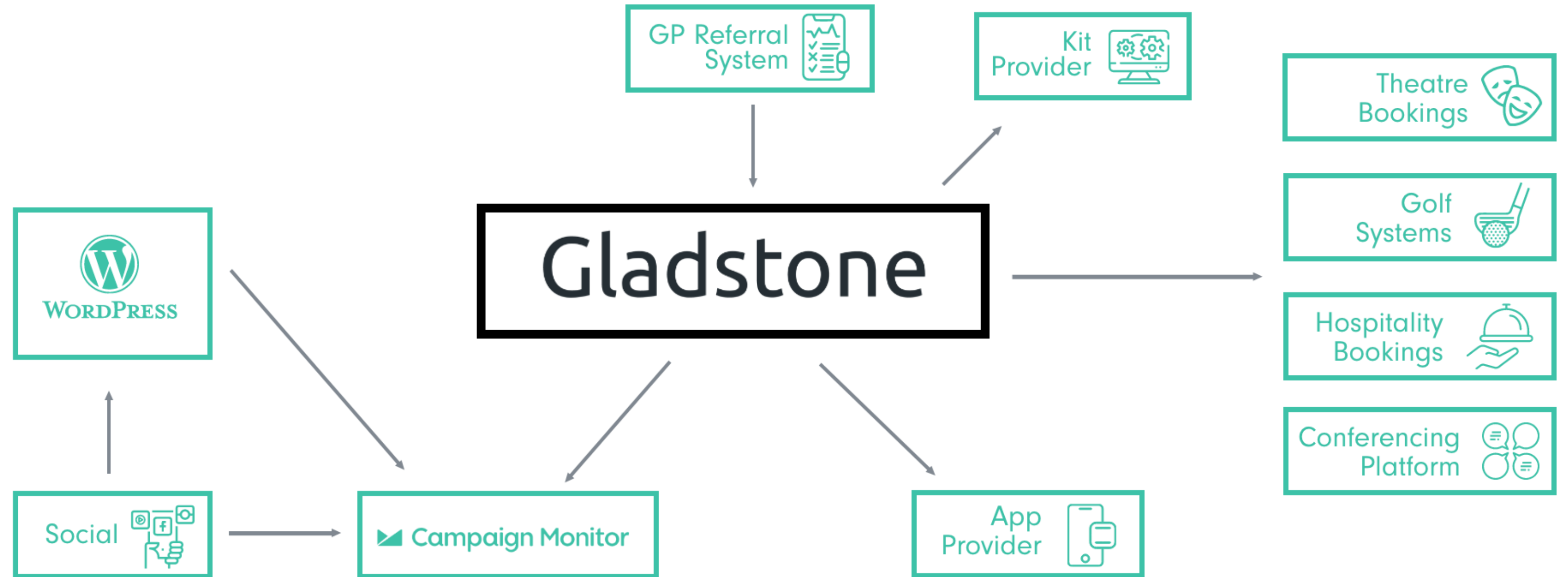
Scene Setting

Where it began

- 2011 we stepped into leisure
- Journeys and systems were good, but disparate
- Our exposure to other settings such as international B2B, Pharma and tech were more integrated
- We developed customer journeys for new prospects, lapsed, existing members and many others
- But each of these were isolated, didn't have the ability to speak to one another
- They were not customer centric
- The customer had to adapt to our systems and limitations rather than systems facilitating the natural, organic journey a member would go on

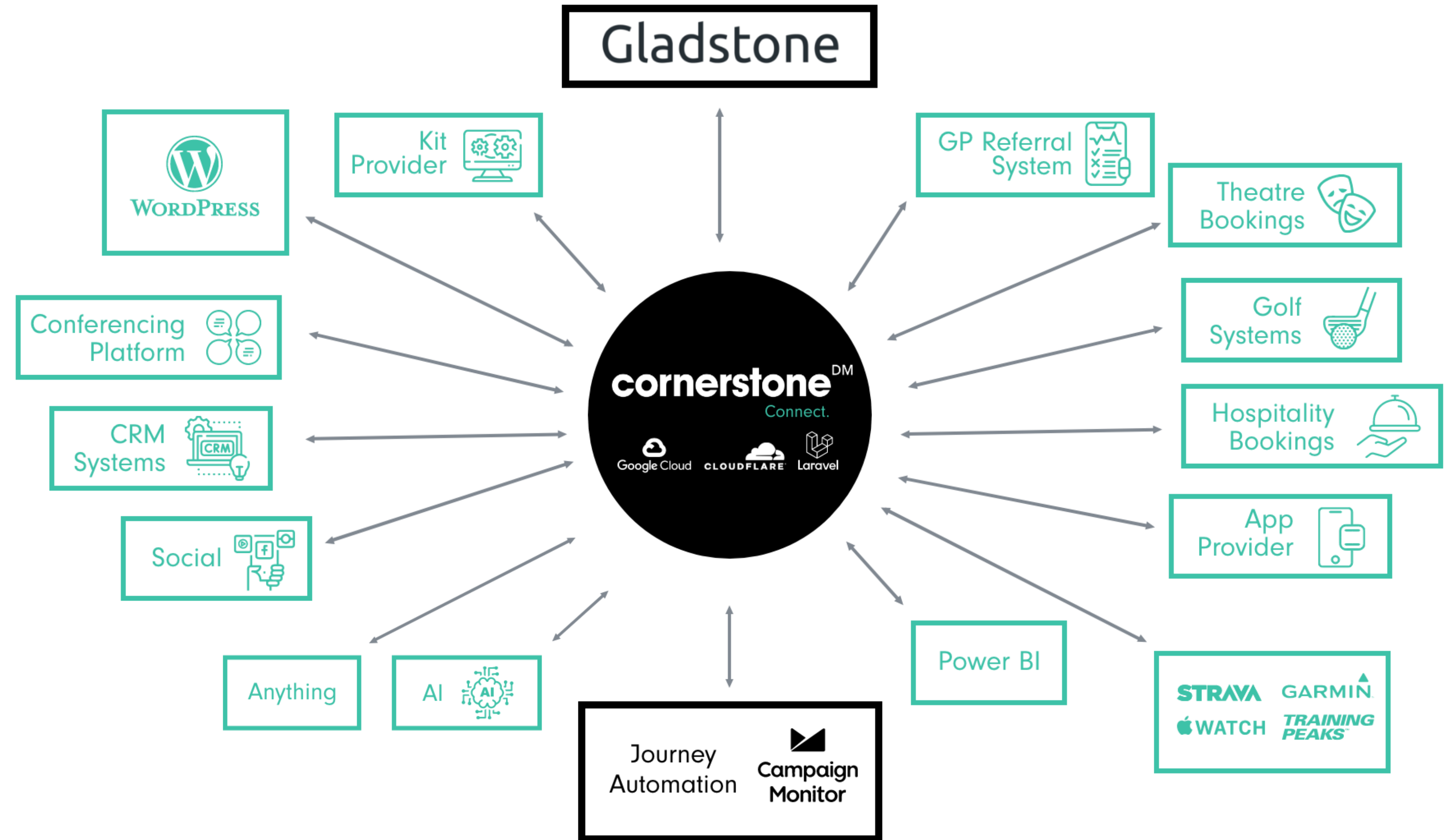


What system interactions look like



Ambition


What journeys could be



Ambition

Create seamless customer journeys that put the customer at the heart of what we deliver

- A dynamic customer journey
- One that's based on user insights, preferences and behaviour
- One that allows cross selling, a customer centric approach
- Central visibility of customers, data and insights
- Two-way flow of data from one system to another to enhance experience, uptake of wider activities and services
- A healthier population, who is more active and living better lives
- Help leisure operators thrive in an ever changing and challenging landscape
- Report on social impact and outcomes
- Report on data insights
- Utilise AI for improved efficiencies
- And that's just for starters.....



Poll – Choose your top customer centric brand

Customer centricity and personalisation at its best

Who does it well. How do we need to think?



octopus energy

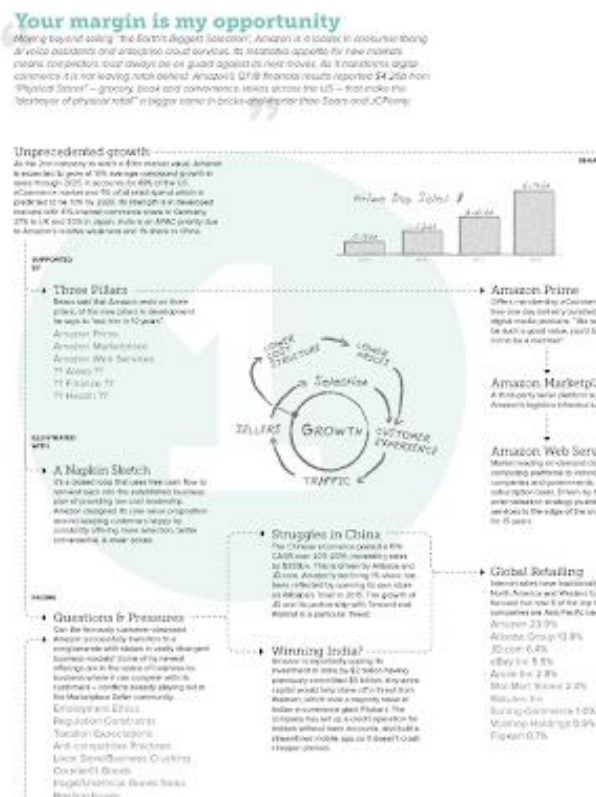


A man with a beard and glasses is shown in profile, looking at a computer monitor. The background is a dimly lit office with another person working at a desk in the distance. The overall tone is professional and focused.

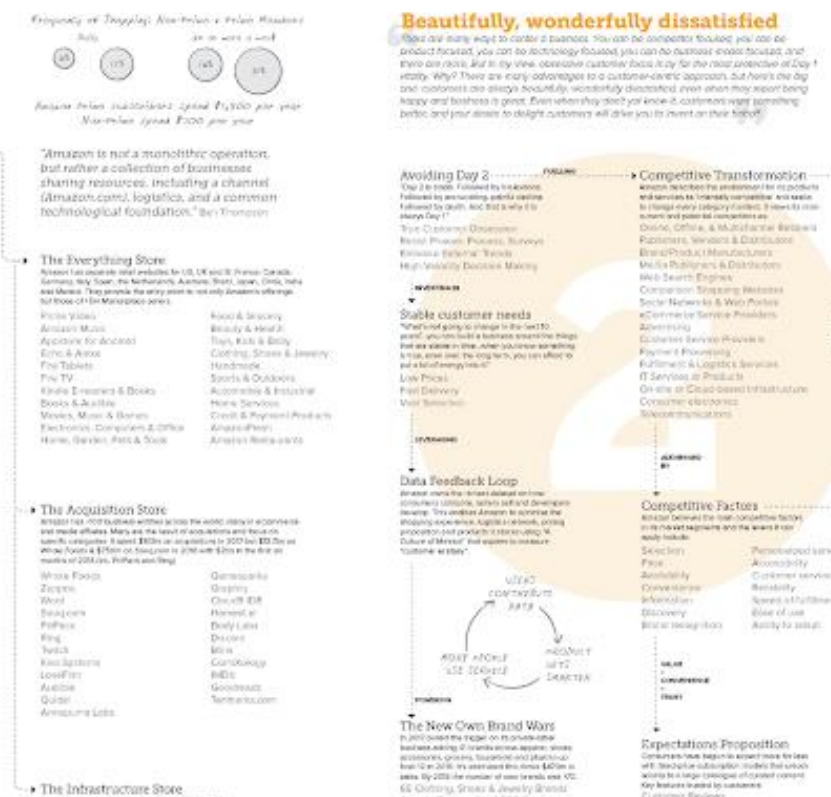
Digital journeys

Digital Journeys

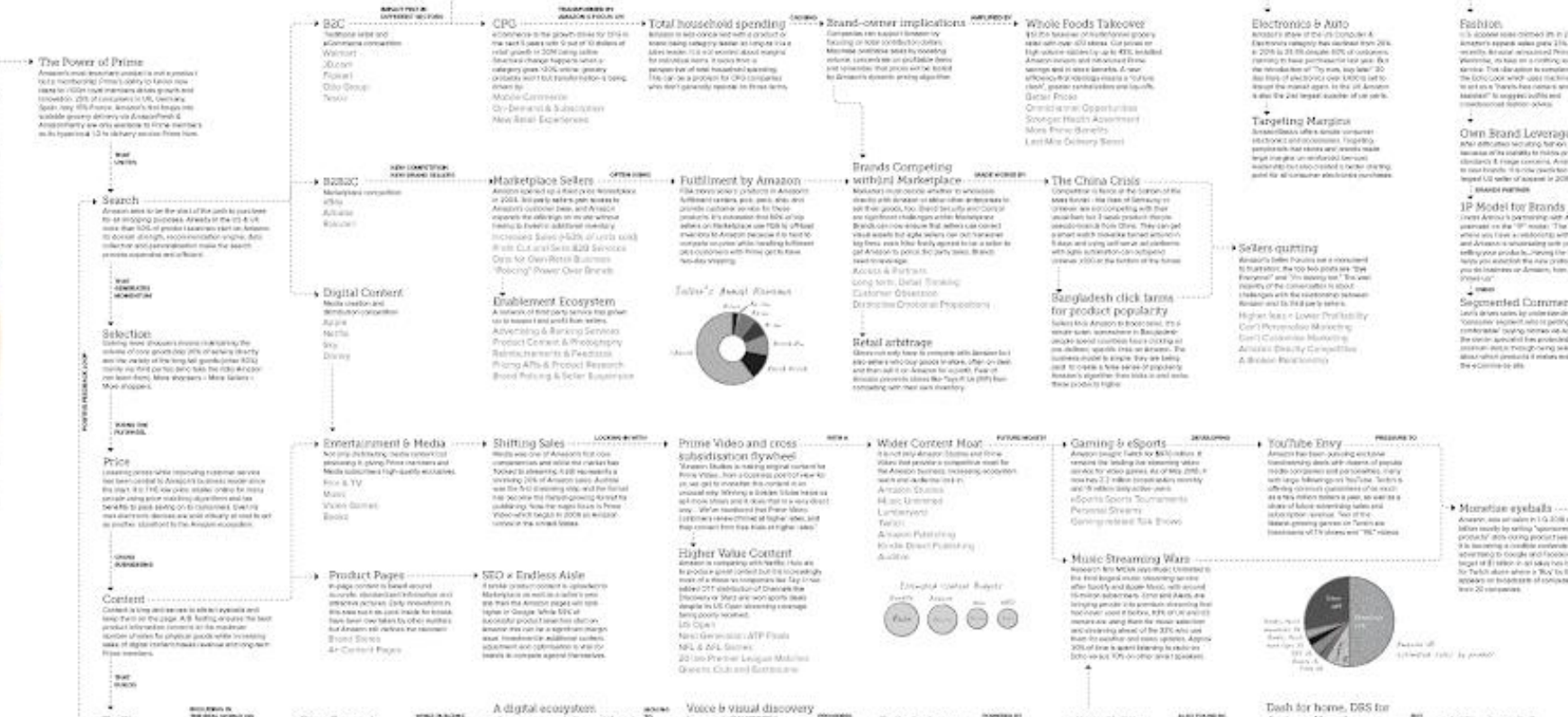
A glimpse at the benchmarks



From its inception as a Seattle-based internet bookstore with doors for desks, to its modern day incarnation as a disruptive force across eCommerce, logistics, consumer tech, cloud computing as well as media and entertainment, How **Amazon** is changing marketing, its value chain and customer expectations has become a yardstick by which all companies are measured. With its new emphasis on bricks-and-mortar retail, AI, finance and health, Amazon's threat only increases.



A time of incredible technology and data has enabled us to gain much deeper insights into how strategies are stacking up and aligning with business goals, but it's also increased the stakes and competition marketers face.



From the use of big data to guide fast product management to relying on APIs to govern real-time pricing that ensures your brand wins the "Buy Now" box, the Amazon approach has transformed the modern marketing and what is expected of marketers, suppliers and agencies. Discovery is being disrupted and 'Fulfilled by Amazon' distribution has introduced new competitors, while your own marketing stack may be on AWS or making use of a Lambda function.

The way we buy has changed with how fast our fingertips can press the checkout button. People can shop on their phones in bed at night and have their purchases delivered the next day. Technology advancements have created a "now economy." Today's consumers are digitally savvy, less patient, and have near infinite options available to them, all to meet customer expectations that are increasing exponentially. That next day delivery now seems slow when you can get your Whole Foods groceries delivered free in 2 hours.

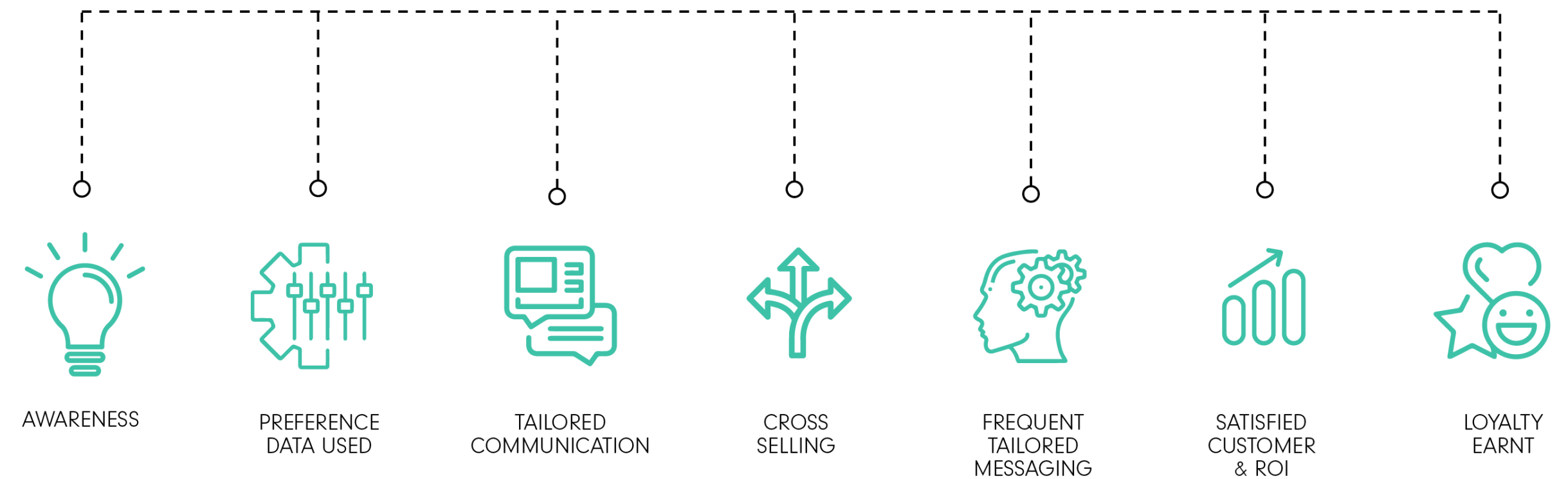
How Amazon map customer journeys



Transforming customer journey expectations. We see our customers as invited guests to a party, and we are the hosts. It's our job every day to make every important aspect of the customer experience a little bit better.

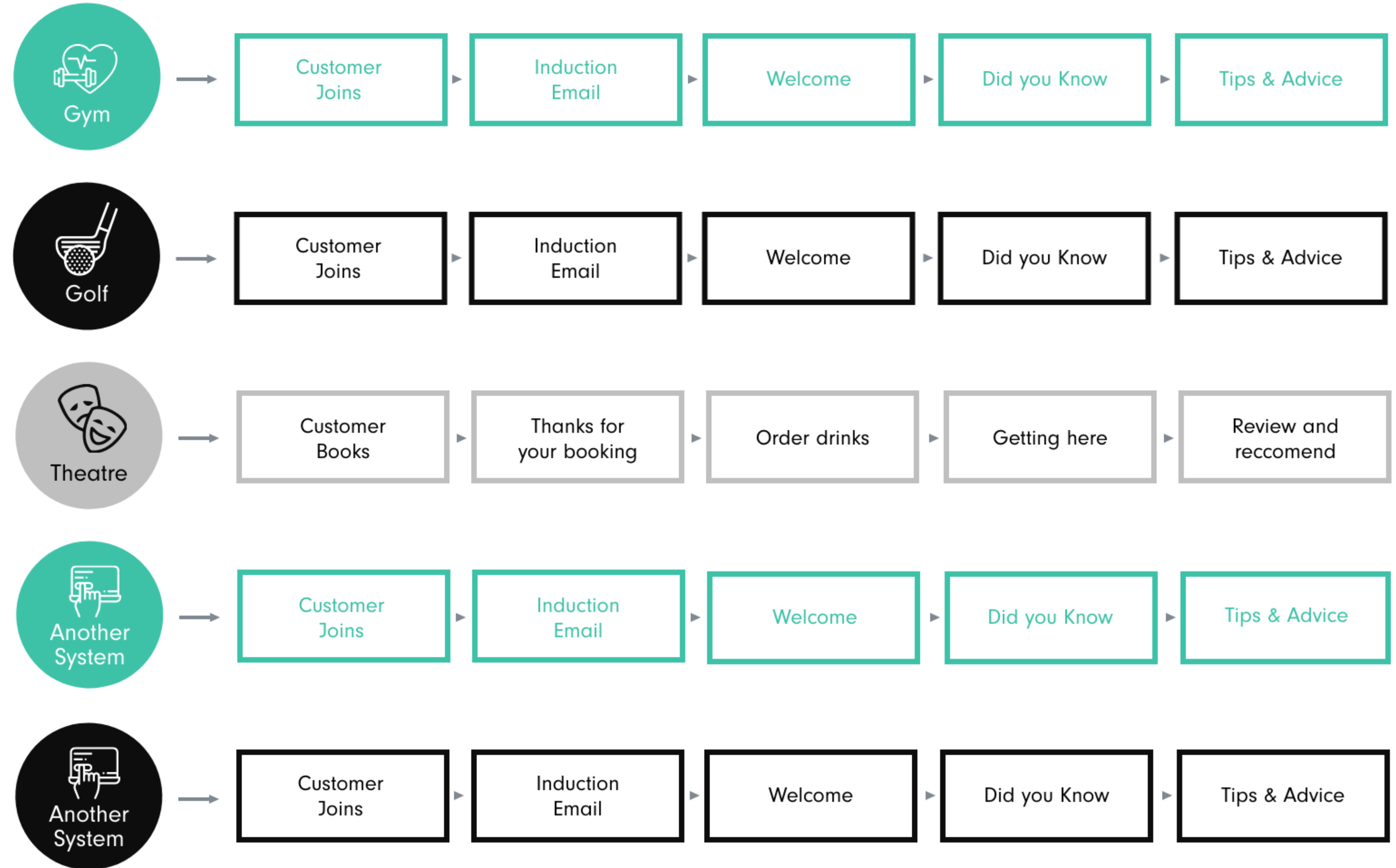
Taking the linear, and making it gloriously dynamic and customer friendly

- Remove fixed mindset to how journeys happen
- Use preference data to trigger journeys, messages and outcomes
- Tailor every aspect to the customer, not to the system
- Understand cross sells and up sell opportunities
- Drive message and frequency from customer actions, intent and behaviour
- Make the systems work in a way that delights customers, and drives serious ROI
- Improve health, impact and brand reputation through positive experience



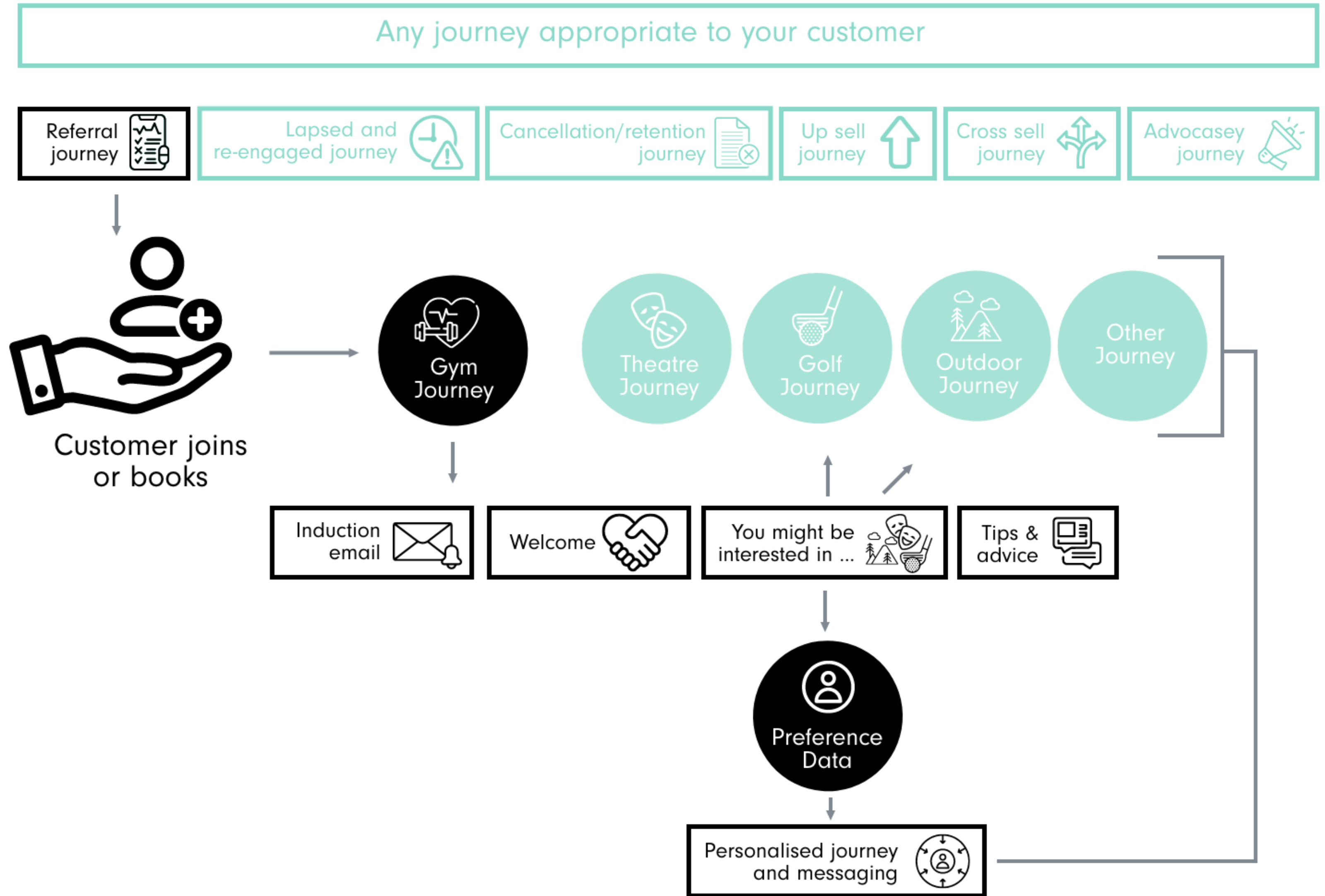
Ambition


What this currently looks like




Ambition

What this could look like





Poll – What are your main challenges?



Systems integrations and information security

Systems Integrations

Working together

- Working closely with Gladstone team
- Gladstone are a breath of fresh air
- Ability to fetch any data across various endpoints
- Can cross reference that data to build up a full picture
- Data ingested from other APIs then merged for even greater insight
- Feeding data to automations systems such as Campaign Monitor via their API
- Ability to set up various triggers for customisable customer journeys

The screenshot displays the Cornerstone API client interface. On the left, a sidebar shows a tree view of API collections under 'Gladstone Go API', with the 'activity' folder expanded to show a 'GET Get an activity details by ID' endpoint. The main panel shows the details of this endpoint, including the URL, method (GET), and response body. The response body is displayed in JSON format, showing a list of activity details with fields like name, description, type, image URL, site ID, activity group ID, min/max bookees, translations, and tags.

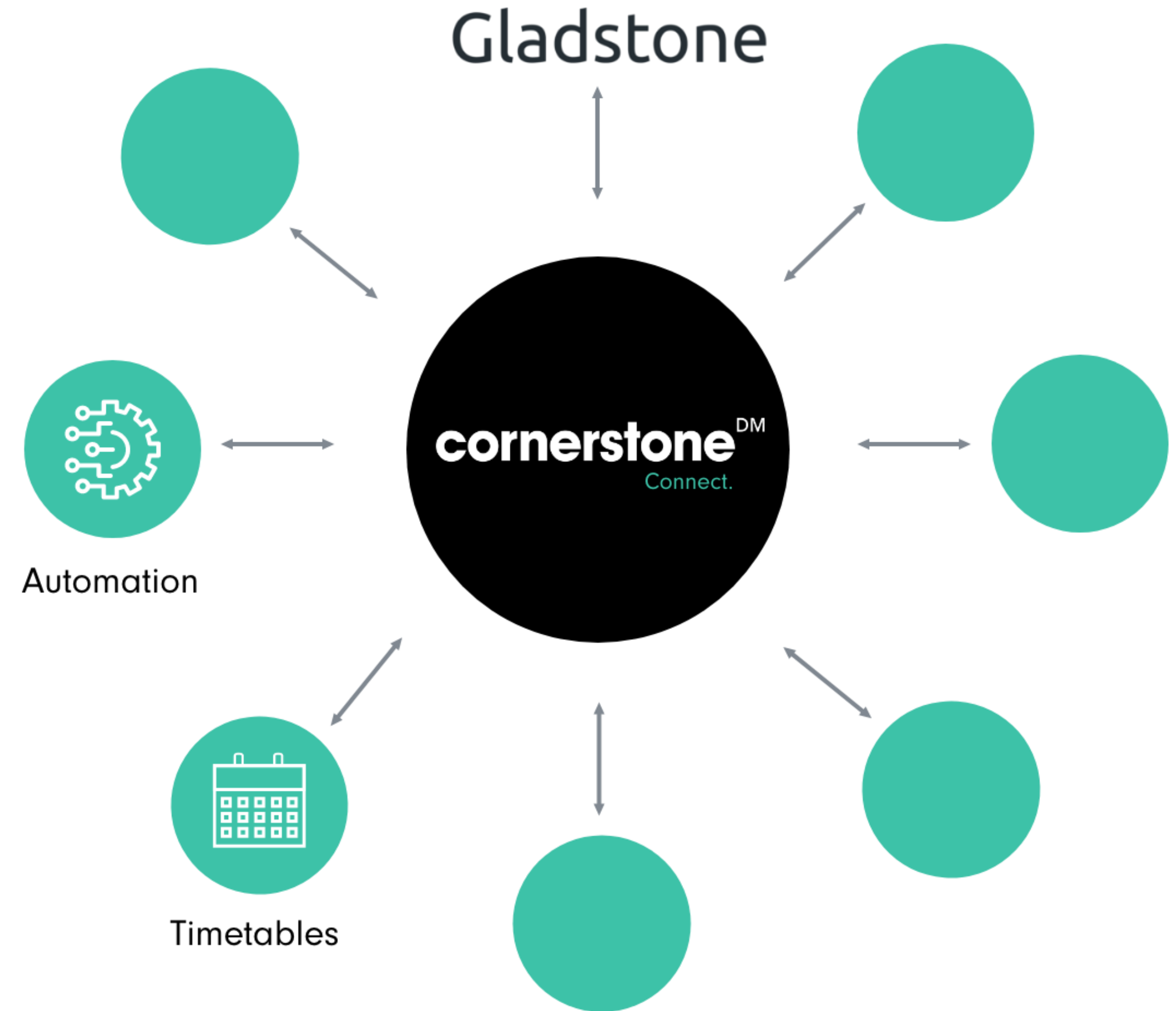
```
GET {{baseUrl}} /api/configuration/activity/id

Params Headers (1) Body
Query Params
Key Value Description Bulk Edit
Path Variables
Key Value Description Bulk Edit
id Value Description

Body Headers (1)
Pretty Raw Preview JSON
1 {
2   "name": "<string>",
3   "description": "<string>",
4   "typeInd": "<string>",
5   "imageUrl": "<string>",
6   "siteId": "<string>",
7   "activityGroupId": "<string>",
8   "minBookees": "<integer>",
9   "maxBookees": "<integer>",
10  "translations": [
11    {
12      "culture": "<string>",
13      "text": "<string>",
14      "type": "<string>",
15      "Type": "<string>",
16      "language": "<string>",
17      "content": "<string>"
18    },
19    {
20      "culture": "<string>",
21      "text": "<string>",
22      "type": "<string>",
23      "Type": "<string>",
24      "language": "<string>",
25      "content": "<string>"
26    }
27  ],
28  "tags": [
29    {
30      "id": "<integer>",
31      "name": "<string>",
32      "description": "<string>",
33      "tagGroupId": "<integer>",
34      "key": "<string>",
35      "sortOrder": "<integer>",
36      "isSecondary": "<boolean>",
37      "translations": [
38        {
39          "culture": "<string>",
40          "text": "<string>",
41          "type": "<string>",
42          "Type": "<string>",
43          "language": "<string>",
44          "content": "<string>"
45        },
46        {
47          "culture": "<string>",
48          "text": "<string>",
49          "type": "<string>",
50          "Type": "<string>"
```

Stitching it all together

- Central application built upon Enterprise-level framework
- Using the latest web technologies for speed and robustness
 - Powered by the latest versions of Laravel and PHP
 - Interactive dynamic content powered by JavaScript for embeddable timetables
 - Rich meta data stored across all data models for enhanced user filtration
- Quick and easy to add new integrations via custom dashboard
- Scalable and flexible REST API
- Programmable scheduling for data imports
- Creating a uniform API – instead of a variety
- Enables creation automations for customer journeys
- Easily embed custom timetables anywhere



Familiar example – timetables, but not as you know them

Step 1

When you get added to the central application, you will get a unique timetable ID

Step 2



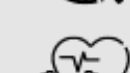




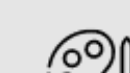
You can then use this ID with a custom URL to show the timetable on any website

<https://gladstone.cornerstonedm.co.uk/timetable/your-unique-id>

<https://gladstone.cornerstonedm.co.uk/timetable/your-unique-id?filterBySite=BWO,HLC>

<https://gladstone.cornerstonedm.co.uk/timetable/your-unique-id?filterBySite=BWO,HLC&brandColor=007028>

Options include;

-  **view** - either "week" or "day"
-  **filterBySite** - a comma separated string of site origin ids, e.g. ?filterBySite=BWO,HLC
-  **filterByType** - a comma separated string of type strings, e.g. ?filterByType=Gym+Session,Yoga
-  **filterByGroup** - a comma separated string of group origin ids, e.g. ?filterByGroup=EVENTS
-  **filterByDay** - a day string in DD-MM-YYYY format
-  **brandColor** - a hex code (without the #) for the accent colour
-  **cardColor** - a hex code (without the #) for the card background colour
-  Show or hide the **Book Now** buttons

Many more options on the way

Timetables

- Ability to filter by;
 - Site
 - Activity
 - Activity group (type)
 - Day

Filter by Site

Filter by Activity

Filter by Activity Group

Filter by Day

Filter by Availability

Reset Filters

Tuesday 21st

Earlier Later

Wednesday 22nd

Earlier Later

Thursday 23rd

Earlier Later

Friday 24th

Earlier Later

Saturday 25th

<p>Casual Swim</p> <p>Ashton Leisure Centre Main Pool 0 places available</p>	<p>Gym Session</p> <p>Leigh Leisure Centre Gym 61 places available</p> <p>Book Now</p>	<p>Gym Consultation 60mins</p> <p>Howe Bridge Gym Area 2 0 places available</p>	<p>Gym Consultation 60mins</p> <p>Howe Bridge Gym Area 2 0 places available</p>	<p>Pickleball</p> <p>Robin Park Leisure Ce Court 6 0 places available</p>
<p>Lane Swim</p> <p>Howe Bridge Main Pool A1 0 places available</p>	<p>Gym Consultation 60mins</p> <p>Ashton Leisure Centre Gym Area 2 0 places available</p>	<p>Gym Session</p> <p>Leigh Leisure Centre Gym 61 places available</p> <p>Book Now</p>	<p>Gym Session</p> <p>Leigh Leisure Centre Gym 60 places available</p> <p>Book Now</p>	<p>Pickleball</p> <p>Robin Park Leisure Ce Court 7 0 places available</p>
<p>R P M Virtual</p> <p>Robin Park Leisure Centre Studio 1 0 places available</p>	<p>Gym Session</p> <p>Howe Bridge Gym 60 places available</p> <p>Book Now</p>	<p>Gym Consultation 60mins</p> <p>Ashton Leisure Centre Gym Area 2 0 places available</p>	<p>Gym Session</p> <p>Howe Bridge Gym 61 places available</p> <p>Book Now</p>	<p>Pickleball</p> <p>Robin Park Leisure Ce Court 8 0 places available</p>

Timetables

- Ability show timetables for specific activities, such as a badminton timetable, or specific sites, plus many more options
- Live classes show a pulsating black dot icon, and intelligently hides the Book Now buttons

The screenshot displays a mobile application interface for viewing timetables. At the top, there are two filter boxes: 'Site' and 'Activity', both currently set to 'All'. Below the filters, there are two main sections for different days:

- Tuesday 21st:** Features a calendar icon, the date 'Tue 21st', and a time slot '16:30 - 17:29'. A pulsating black dot icon indicates a live class. The class is titled 'Personal Programme (1 Hr)' and is held at 'Skegness Pool & Fitness Suite' by 'David'. It shows '0 places available'.
- Wednesday 22nd:** Features a swimmer icon, the date 'Wed 22nd', and a time slot '06:30 - 07:59'. The class is titled 'Lane Swim' and is held at 'Horncastle Pool & Fitness Suite' in 'Horncastle Pool 1'. It shows '1 places available' and includes a 'Book Now' button and an information icon.















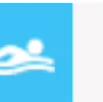





At the bottom of the screen, there is a navigation bar with icons for home, search, and other functions.

Timetables

- Add custom icons and colours
- Information icon reveals modal for additional activity slot information

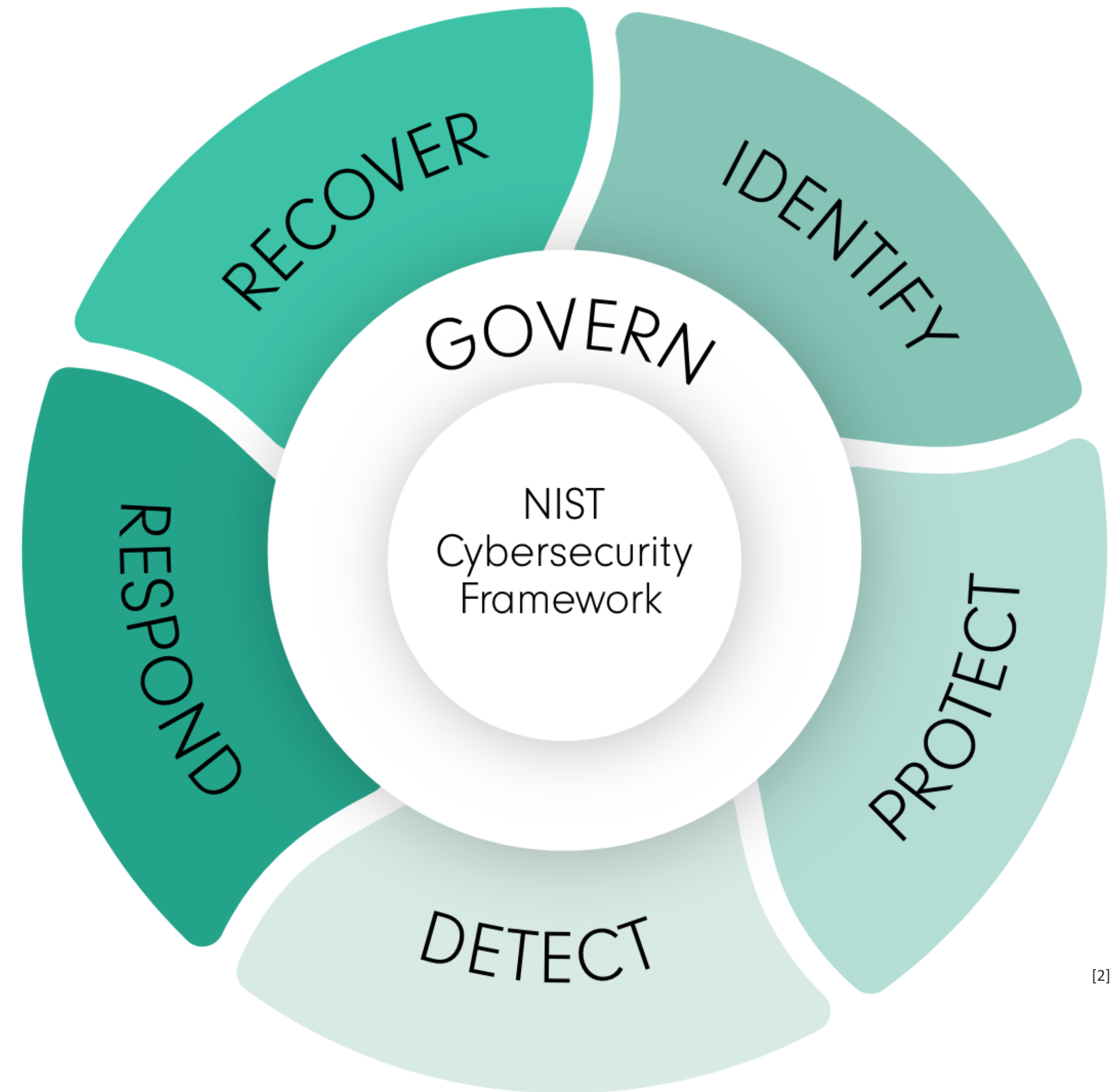
Site: All Activity: All Activity Group: All Day: All Availability: Reset Filters

Tuesday 21st Earlier Later **Wednesday 22nd** Earlier Later **Thursday 23rd** Earlier Later **Friday 24th** Earlier Later **Saturday 25th** Earlier Later

 Tue 21st 11:30 - 12:29 Personal Programme Horncastle Pool & Fitness Suite Lewis 0 places available	 Wed 22nd 06:30 - 07:59 Lane Swim Horncastle Pool & Fitness Suite Horncastle Pool 1 1 places available Book Now 	 Thu 23rd 06:30 - 07:59 Fitness Session Horncastle Pool & Fitness Suite Fitness Sessions 19 places available Book Now 	 Fri 24th 06:30 - 07:59 Fitness Session Horncastle Pool & Fitness Suite Fitness Sessions 20 places available Book Now 	 Sat 25th 07:00 - 07:59 Fitness Session Horncastle Pool & Fitness Suite Fitness Sessions 20 places available Book Now
 Tue 21st 11:30 - 12:29 Personal Programme (1 Hr) Skegness Pool & Fitness Suite Liezi 0 places available	 Wed 22nd 06:30 - 07:59 Fitness Session Horncastle Pool & Fitness Suite Fitness Sessions 20 places available Book Now 	 Thu 23rd 06:30 - 07:59 Lane Swim Horncastle Pool & Fitness Suite Horncastle Pool 1 1 places available Book Now 	 Fri 24th 06:30 - 07:59 Lane Swim Horncastle Pool & Fitness Suite Horncastle Pool 1 0 places available	 Sat 25th 07:00 - 07:59 Lane Swim Horncastle Pool & Fitness Suite Horncastle Pool 1 0 places available
 Tue 21st 11:30 - 12:29 A General Swim Horncastle Pool & Fitness Suite Horncastle Pool 1 0 places available	 Wed 22nd 07:00 - 07:29 Short Gym Introduction Horncastle Pool & Fitness Suite Lewis 0 places available	 Thu 23rd 07:00 - 07:59 Personal Programme Horncastle Pool & Fitness Suite Lewis 0 places available	 Fri 24th 07:00 - 07:29 Short Gym Introduction Horncastle Pool & Fitness Suite Lewis 0 places available	 Sat 25th 07:00 - 07:59 Short Gym Introduction Horncastle Pool & Fitness Suite Lewis 0 places available

Cyber security

- 13% of attack victims estimate a financial loss between \$100,000 and \$499,000 [1]
- Cyber security plan mapped to the NIST Cyber Security Framework (CSF) 2.0 [2]
- This guides the risk management strategy and its implementation
 - Sensitive **data is encrypted**, both in the database and in-transit
 - **Anti-tampering:** Tripwires in place around sensitive data to ensure it's not changed unintentionally
 - Enterprise-grade **firewall** and **DDoS protection**
 - Google Cloud Platform's IP-based protection firewall
 - Cloudflare's enterprise-level firewall
- Hosted on the **same systems as Gmail and Google Search**
- All logins protected with MFA and VPN



[2]

[1] Ref: Hiscox Cyber Readiness Report, 2024 – <https://www.hiscox.co.uk/cyberreadiness>

[2] Ref: NIST Cyber Security Framework 2.0 – <https://www.nist.gov/cyberframework>

STAGE 1

Deliverables

1. Strategic Marketing Plan

2. Brand Positioning Statement

3. Brand Identity Guidelines

4. Content Marketing Strategy

5. Social Media Strategy

6. Email Marketing Strategy

7. Paid Advertising Strategy

8. Performance Reporting Framework

9. Brand Awareness Campaign

10. Lead Generation Campaign

11. Customer Retention Campaign

12. Sales Enablement Materials

13. Brand Ambassador Program

14. Brand Community Engagement

15. Brand Crisis Management Plan

Gladstone being a game changer



cornerstone^{DM}



Poll – Choose your top five features

What software is required for the Cornerstone integration?

You need a Gladstone LMS as the central part of your Leisure Management system, along with GladstoneGo Operator (single database). The solution works best with an integration via the New Single API into GoBook or GoJoin.

cornerstone^{DM}

 **GladstoneGo**

Cloud native consumer applications and/or Single DB

 **Gladstone**
Leisure Management System (LMS)

Your Pre-Submitted Questions





What do you feel the biggest benefit to a leisure operator could be to overcome commercial challenges at the moment?

Centralised customer journey that increases yield per customer and retention across all areas

Customers, personalised journeys that increase NPS and member satisfaction

Integration of all arms of operation and systems in one central platform, allowing them to work together for greater ROI

Easier health and wellbeing impacts and reporting



How would third party systems and integrations / automations work in this structure? Is this instead of or alongside?

This is completely complementary to third party systems. It allows them to talk to one another and acts as an enabler to allow each system to increase its impact on the customer journey.

So long as there's a REST API that is two way, this can work easily.



How could AI be used in this system and approach?

AI can be used to harness the data you've got in all these different systems, and answer commercial questions you've struggled to get quick and efficient answers to.

This could be the market and customer intelligence you've been wanting, and can help scenario map different changes and scenarios to your offering and delivery



How long would something like this take to integrate?

Integrations can take from a few weeks to a few months depending on complexity and scope of journey.

Timetables for example are fairly quick to integrate into, whereas full member journeys take longer due to their depth and work involved.

Thank you!

Visit our Cornerstone DM page to find out more.



cornerstone^{DM}

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cornerstone^{DM}

Thank You