

Success Stories

How The Marketing Centre helped CSSC grow consumer membership, improve its digital experience and generate new revenue streams.

About CSSC

CSSC is a membership organisation offering leisure, sport and wellbeing benefits to its members.

The organisation needed to grow its consumer membership base, evolve its offering around changing customer needs and create new commercial revenue streams.

The Marketing Centre helped CSSC strengthen its commercial strategy, improve the member experience and support future growth.

The Challenge

CSSC needed to deliver a three-year commercial growth strategy across sales, marketing and product.

It also needed a joined-up digital transformation strategy, a better online customer experience and new revenue streams within 12 months.



CSSC

The Solution

Mark Harris worked with CSSC as Commercial Director, leading sales, marketing and product activity to support growth.

This included:

- **Commercial leadership:** Directing the sales, marketing and product teams to grow consumer membership.
- **New income streams:** Establishing and leading a commercial team to develop new revenue opportunities.
- **Digital transformation:** Leading an 18-month digital transformation project, including a new website, automated events system, CRM and marketing automation software.
- **At Home portfolio:** Creating over 30 new products to support members as they began working from home during the pandemic.

“Mark Harris got to grips with our business and our ambitions for growth quickly, helping us build our brand and develop a marketing strategy that realised positive results.”

Simon Lee, Chief Executive Officer, CSSC

Results

The work delivered measurable improvements across revenue, membership and digital engagement.

- Commercial partnerships created additional income of £100k+ per year
- Website usage increased by 34%
- Online orders increased by 30%
- Website duration increased by 100%
- Staff saved 30 minutes per day
- 5,500 new members generated
- Three new concepts moved to prototyping and testing, with projected revenue potential of £1 million

Long-Term Investment

The work helped CSSC build a stronger commercial platform for future growth.

With clearer commercial leadership, improved digital systems, new product development and stronger revenue generation, CSSC was better placed to grow membership, improve customer experience and develop new income streams.

Simon Lee, Chief Executive Officer, CSSC

“Our part-time Marketing Director, Mark Harris, got to grips with our business and our ambitions for growth quickly, helping us build our brand and develop a marketing strategy that realised positive results for the business. We have been delighted with all of Mark’s work and support.”



Have a question?

Call us on **0208 166 3106** or email us at info@themarketingcentre.com.
You can find out more at www.themarketingcentre.com