

Quest MV2 – Customer Experience

Guidance Notes

Module Outcomes:
<ul style="list-style-type: none"> • Warm, welcoming front-of-house experience. • Staff interaction: professionalism, empathy, and knowledge. • Wayfinding, cleanliness, and atmosphere. • Accessibility for disabled customers (physical access, signage, communication) • Ease of booking and clarity of information (website, reception, signage) • Staff responsiveness to queries or challenges.

Mystery Visit:					
Challenge:	Yes	Partial	No	N/A	Not Tested
Were the staff well-presented and visible?	Staff are professional in appearance and easily visible. e.g., wearing uniforms or name badges, present in key areas to assist customers.	Some staff are well-presented and visible, but others are not. e.g., some in uniform and on the floor, others untidy or hard to find.	Staff are poorly presented or not visible. e.g., untidy appearance, no uniforms, or absent from customer areas.		
Were staff able to serve customers promptly?	Staff served customers quickly and efficiently. e.g., minimal waiting times, smooth payment process, and attentive service.	The wait was unacceptable, but the staff acknowledged the delay and gave a polite apology.	Staff were slow or inefficient. e.g., long queues, delays at counters, or customers left waiting.		Staff service speed could not be observed during the visit.

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Did the staff provide good service during your visit?	<p>Staff were attentive and responsive.</p> <p>e.g., noticed when customers needed help, assisted without being asked, and ensured smooth service.</p>	<p>Some staff were helpful, but others were not.</p> <p>e.g., some customers were assisted promptly while others were ignored.</p>	<p>Staff were unresponsive or unhelpful.</p> <p>e.g., ignored customer needs, slow to assist, or left customers waiting unnecessarily.</p>		<p>Staff service could not be observed during the visit.</p>
Were the staff professional, knowledgeable, and engaging during interactions?	<p>Staff provided accurate information, acted professionally, and engaged positively.</p> <p>e.g., answered questions clearly, were polite, and created a welcoming atmosphere.</p>	<p>Some interactions were positive or accurate, but others were not.</p> <p>e.g., some staff are helpful and friendly, others are unresponsive or unclear.</p>	<p>Staff were unprofessional, gave incorrect or unclear information, or interactions felt negative.</p> <p>e.g., rude or dismissive behaviour, incorrect answers.</p>		<p>Staff professionalism and engagement could not be observed during the visit.</p>
Did the staff attempt to capture personal information?	<p>Staff collected personal information when appropriate.</p> <p>e.g., during check-in, registration, or booking in advance.</p>		<p>Staff did not attempt to collect any personal information.</p> <p>e.g., no registration or check-in process.</p>		

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Were there opportunities to give feedback in the facility?	<p>Clear opportunities were available.</p> <p>e.g., comment cards, suggestion boxes, digital kiosks, or staff asking for feedback.</p>		<p>No opportunities to give feedback were evident, e.g., no forms, boxes, or staff engagement.</p>		
Was the gym visibly staffed during your visit?	<p>Staff presence was clearly visible in the gym area during the visit.</p> <p>e.g., on the floor monitoring equipment, assisting customers, or easily identifiable at a desk.</p>	<p>Staff were seen occasionally, but not consistently or when needed.</p>	<p>No staff were visible in the gym area.</p>	<p>There was no gym.</p>	<p>Did not visit or observe the gym area during the assessment.</p>
Was the phone answered promptly?	<p>Calls were answered within 3 rings, or the caller waited less than 20 seconds.</p>	<p>Some calls were answered promptly, but others were delayed, e.g., some within 3 rings/20 seconds, others took longer.</p>	<p>Calls were not answered promptly.</p> <p>e.g., more than 3 rings or the caller waited longer than 20 seconds, or calls were left unanswered.</p>		

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Was the phone answered professionally?	Staff answered politely and professionally. e.g., greeting the caller, identifying themselves or the facility, and using a friendly tone.	Some calls were answered professionally, but others were not. e.g., polite tone in some calls but rushed or unclear in others.	The staff were unprofessional. e.g., rude, abrupt, unclear, or failed to identify themselves or the facility.		
Are website enquiries/feedback responded to professionally?	Responses are polite, clear, and professional. e.g., timely replies, courteous language, and helpful information provided.	Some enquiries are handled professionally, but others are not. e.g., some replies are polite and helpful, others are delayed, unclear, or incomplete.	No response was received, or the reply was unhelpful or unprofessional. Nowhere to enquire on the website.		
Are social media enquiries/feedback responded to professionally?	Social media enquiry responses were timely, helpful, and polite.	Response was delayed, incomplete, or only partly positive. e.g., Helpful but brief, or polite but slow.	No response was received, or the reply was unhelpful or unprofessional. No social media platforms.		

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Does the website provide clear operational information (e.g. opening hours, bookings)?	The website provides all key operational information clearly. e.g., opening hours, booking procedures, contact details, and service availability.		The website does not provide clear operational information. e.g., missing opening hours, unclear booking instructions, or outdated details.		
Is the website visually engaging (e.g. images/videos)?	Website includes inclusive images, videos, or other visual content that enhances user experience and encourages new customers.	Some elements are visually appealing, but others are not. e.g., good images but poor layout, or videos present but of low quality.	The website is not visually engaging. e.g., poor-quality images, cluttered layout, or lack of visual content.		
Has social media been updated in the last week?	Social media channels have been updated with posts or activity within the last 7 days.	Some social media platforms have recent updates, others do not.	No updates or posts have been made in the last week. There are no social media platforms.		
Are casual / non-member prices clearly visible or accessible online?	Prices are easy to find and clearly displayed. e.g., on the website, booking pages, or service menus.		Prices are not visible or hard to find online, e.g., buried in menus, missing, or unclear.		

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Are membership prices and terms and conditions clearly displayed online?	<p>Membership prices and T&Cs are easy to find and clearly presented.</p> <p>e.g., pricing tables, clear contract terms, cancellation policies, and benefits listed.</p>	<p>Some information is clear, but other details are missing or unclear.</p> <p>e.g., prices visible but T&Cs hard to locate, or terms partially explained.</p>	<p>All membership prices are missing, unclear, or difficult to locate online.</p>	<p>Membership information is not relevant for this site</p>	
Are child admission policies clearly displayed?	<p>Clear and visible child admission policies for all activity areas are displayed on-site or online.</p>	<p>Some information is visible, but other details are missing or unclear.</p> <p>e.g., age limits shown but rules for accompanying adults not stated.</p>	<p>Child admission policies are missing, unclear, or not visible</p>		
Are lifeguards attentive, alert, and vigilant?	<p>Lifeguards are clearly attentive, alert, and actively monitoring the pool area.</p>	<p>Some lifeguards were attentive while others showed lapses in vigilance.</p>	<p>All lifeguards appeared distracted, inattentive, or not adequately vigilant.</p>	<p>There was no swimming pool.</p>	<p>Lifeguard attentiveness could not be observed during the visit.</p> <p>e.g. pool closed, or no lifeguard required.</p>

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Are all lifeguard changeovers conducted professionally and safely?	All lifeguard changeovers are conducted smoothly, safely, and with professionalism.	Some changeovers were managed well; others were not.	Changeovers were unprofessional, unsafe, or poorly managed.	There was no swimming pool.	Could not observe any lifeguard changeovers during the visit
Coached or instructed activities managed safely and professionally?	Activities are well-organised, safe, and professionally run. e.g., instructors follow safety procedures, supervise participants closely, and give clear instructions.	Some aspects are well managed, but others have issues. e.g., safety procedures were followed in part of the session, but supervision or instruction was inconsistent.	Activities are poorly managed or unsafe. e.g., inadequate supervision, unclear instructions, or unsafe practices.		Activities could not be observed during the visit.
Did you enjoy the activity that you took part in?	The activity was engaging and enjoyable. e.g., felt positive, motivated, or enthusiastic during the session.		I did not enjoy the activity. e.g., felt bored, frustrated, or disengaged.		

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<p>Is a code of conduct/etiquette available for customers?</p>	<p>A code of conduct or etiquette is available and accessible.</p> <p>e.g., displayed in the facility, provided at reception, or available online.</p>		<p>No code of conduct or etiquette is visible or accessible.</p> <p>e.g., not displayed, provided, or online.</p>		
<p>Was a screening completed before the gym-based activity?</p>	<p>A screening was completed before the activity.</p> <p>e.g., an online waiver, induction, PAR-Q form, or Health Commitment Statement.</p>		<p>No screening was completed before the gym activity.</p>	<p>There is no gym at this facility.</p>	<p>Screening could not be checked as the visitor did not book or take part in a gym-based activity.</p>