



# Back to Basics



# Welcome



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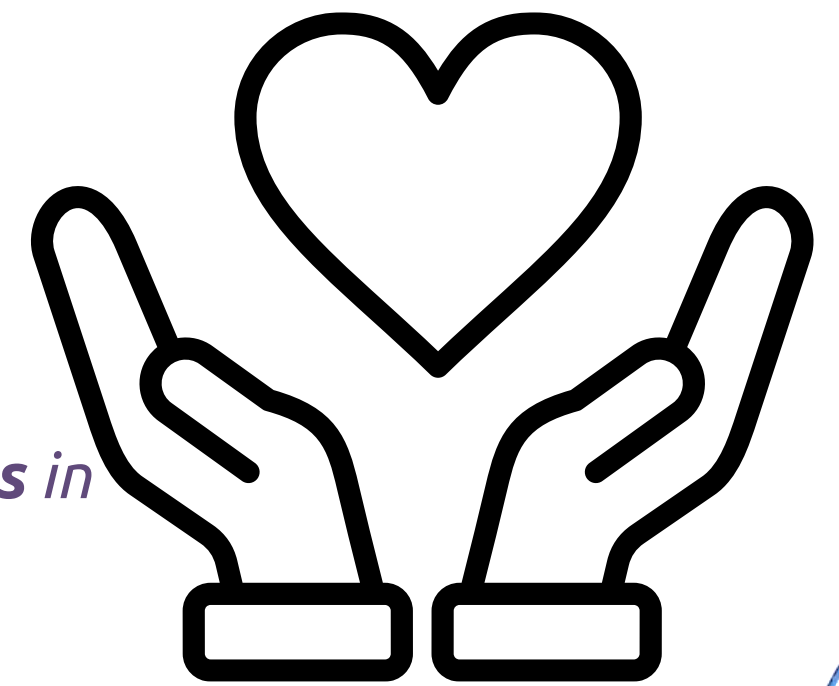
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# Excellence

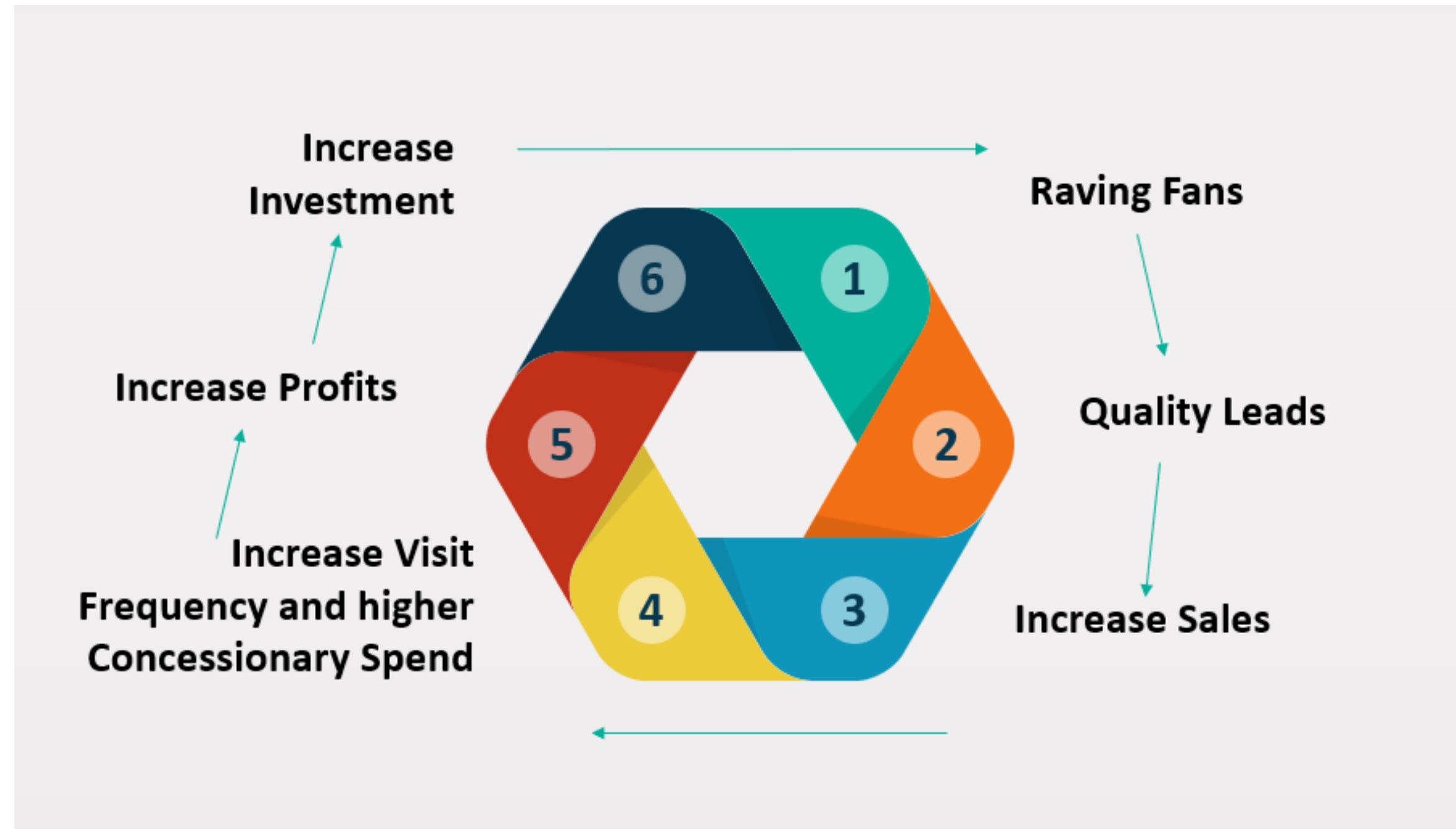
*Commitment of an organization to **consistently meet and exceed customer expectations** in **all** aspects of its **products, services, and interactions**. It involves delivering exceptional customer experiences that result in high levels of **satisfaction, loyalty, and advocacy**.*

- Customer Focus
- Quality Products and Services
- Exceptional Service
- Communication
- Problem Resolution
- Consistency
- Personalisation
- Feedback and Improvement
- Employee Training and Empowerment
- Customer Loyalty and Retention



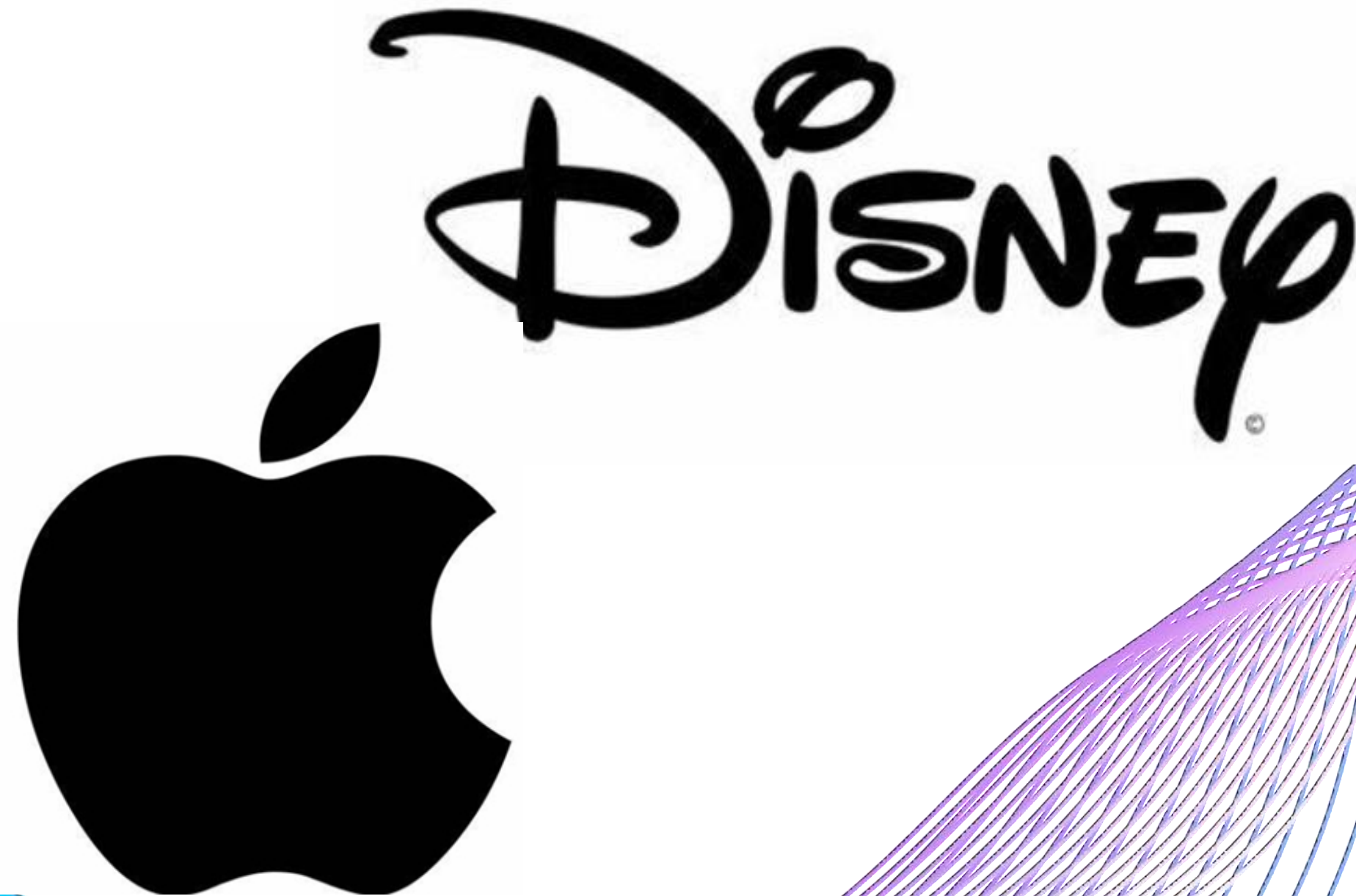


# Brand Ambassadors





# The Customer Experience and Behaviours

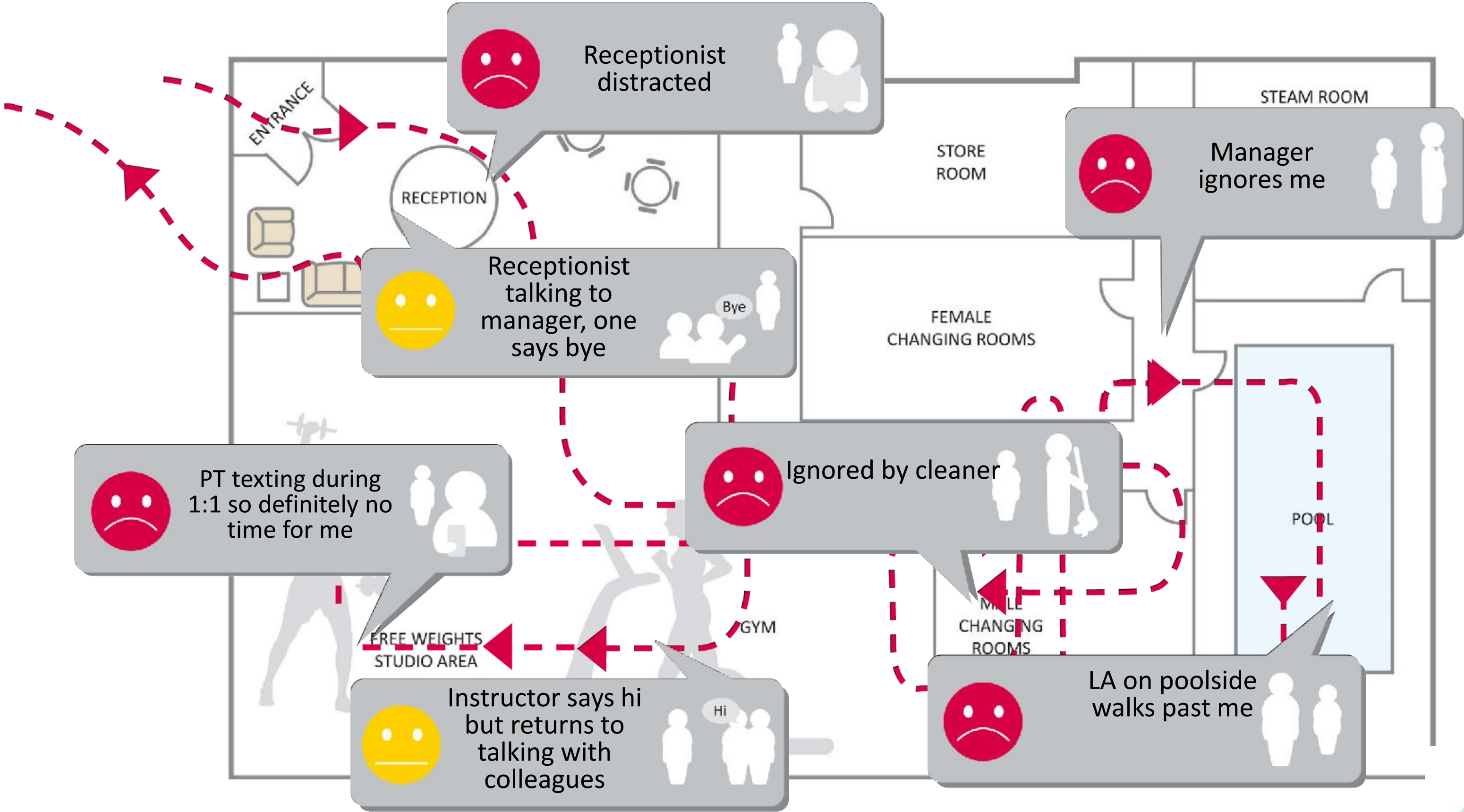




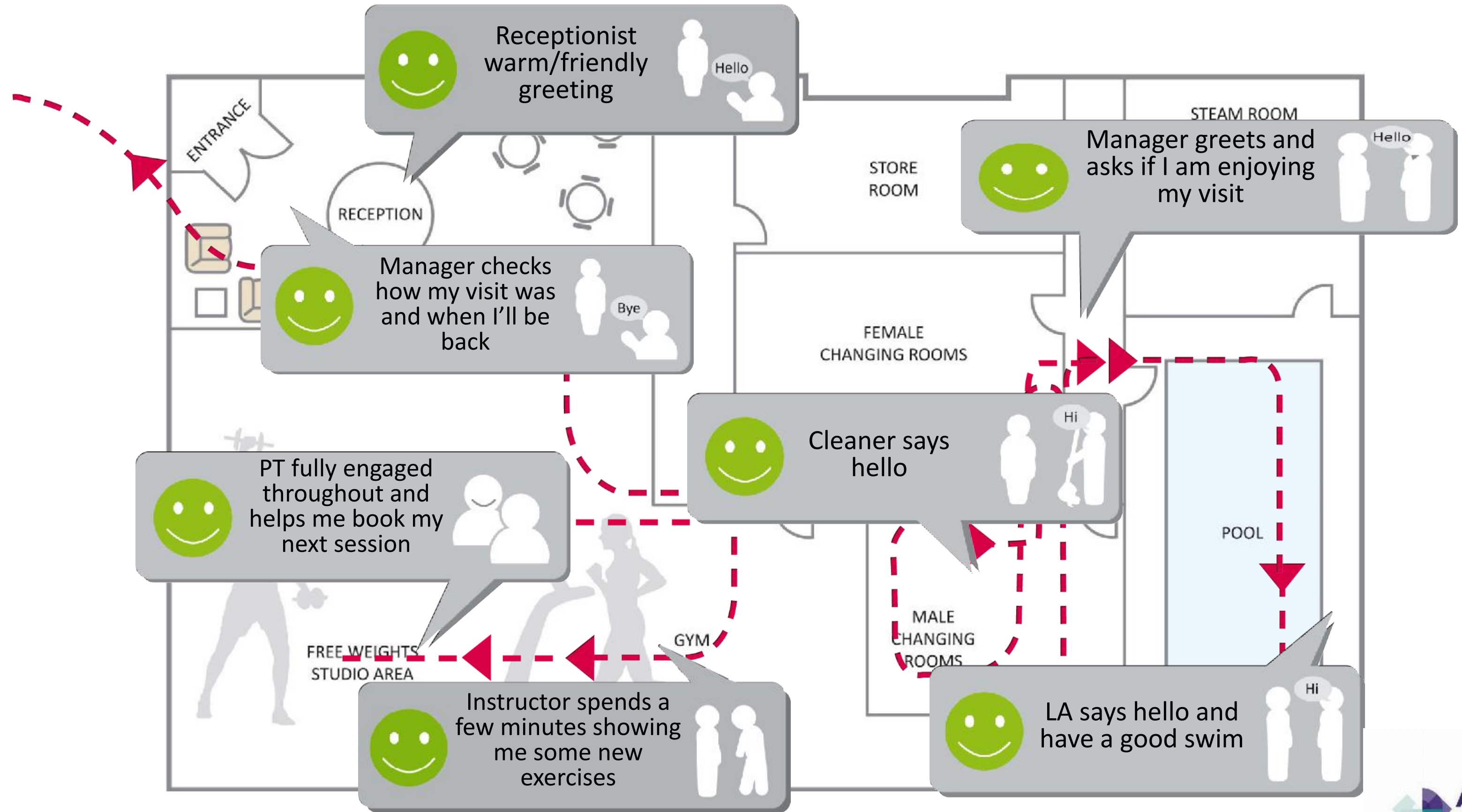




# Choose Your Visit – Option 1



## Choose Your Visit – Option 2





# Prospecting/Enquiry/Data Capture



## **What do the Quest results and observations tell us:**

- 34% of facilities do not capture an individual's personal data when they visit the facility for the first time.
- 51% of enquiries and feedback made via the website and social media are not dealt with positively.
- 50% of enquiries and feedback made via the telephone are not dealt with positively.

## **Back to basics – what are some of the simple steps can you take to improve in this area:**

- Training/refresher training on how to deal with the website, social media and telephone training.
- Role Play!!!
- Develop a suite of telephone/email templates but empower your team to deviate from these to ensure that they are fully answering the questions being asked.
- Set minimum data entry standards.
- Spot check/ audit the standards of all enquiry types.



# Feedback / NPS



## **What do the Quest results and observations tell us:**

- Only 53% of facilities scored excellent in how they share/present customer information.
- Most organisations complete annual customer satisfaction surveys, but only a small percentage of these share and analyse the results with their staff.
- Feedback from customers is often dealt with in silo and not benchmarked against previous performance or filtered into a site improvement plan.

## **Back to basics – what are some of the simple steps can you take to improve in this area:**

- Fresh eyes – tour your facility and complete a marketing audit.
- Find out what your NPS is. Ensure that your team understand what it is and its potential to impact your business.
- Utilise technology to monitor your NPS. Set KPIs and monitor the direction of travel.
- Identify a feedback/NPS lead.
- Make certain that the annual survey is not just a tick-box exercise – DO something with the data!
- Survey could be activity-specific and completed on a more regular basis.
- Empower your team to complete NPS/Surveys, face-to-face still has its place!



# Point of cancellation



## **What do the Quest results and observations tell us:**

- Swim Managers generally track and deal with cancellations at a site level, with more positive results.
- Most facilities do not complete staff training in this area.
- The causes of cancellations for different activities within the same facility are not cross-referenced.

## **Back to basics – what are some of the simple steps can you take to improve in this area:**

- Have a clear process of how to deal with cancellations.
- Set targets linked to “saving” customers.
- Develop a mini digital customer journey for “saved” customers.
- Provide staff with some “Save Tools” and empower them to deal with customers without having to get “permission”.
- Consider widening the traditional membership sales role, into a Sales and Retention role.
- Learn from the feedback provided.



# Consumer Insight



8.5 out of 10 would like to be more active



None  
43%



Outdoor space  
29.1%



Leisure Centre  
19.6%



Health Club  
11.5%



Specialist facility  
6.46%



Other  
7.6%





*“The centre is like my second **home** and all the wonderful people that work there are like **family** to me, and I can honestly say that I don’t know how I would cope **mentally and physically** without being able to attend the gym and the lessons that I do, thanks to everyone of you and here’s to many more years of enjoying your company at the centre in general” - Torfaen*





# LET'S CONNECT!

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 Right Directions (Management Ltd)

 Quest





**active-net**  
networking for the active leisure sector  
**27th -28th March 2024**



**active-net**  
networking for the active leisure sector  
**25th September 2024**



**active-net private**  
networking for the active leisure sector  
**28th January 2025**



# Step into Excellence with Quest...

Quest is an opportunity to have the quality of your work recognised and nationally accredited!

The scheme has been designed primarily to help facilities restrengthen their core operational standards, as well as demonstrate the positive impact they have on their local communities.



## Recent feedback from clients:

*"XX was very friendly and explained every question perfectly. They outlined the requirements for improving, and gave some great advice/feedback. They were thorough but fair. Just want to thank XX and Right Directions for their time and hard work. We appreciated all the comments and will put in place the things we need to work on."*

Head over to the Quest website [HERE](#) for more information. Or get in touch at [quest@rightrightdirections.co.uk](mailto:quest@rightrightdirections.co.uk) or 01582 840078!