



**Active
Insight**



Right Directions

Quality Support in Safe Hands

You only get one chance
to make a good first
impression...

Welcome



Julie Allen

Business Development Director, Active Insight

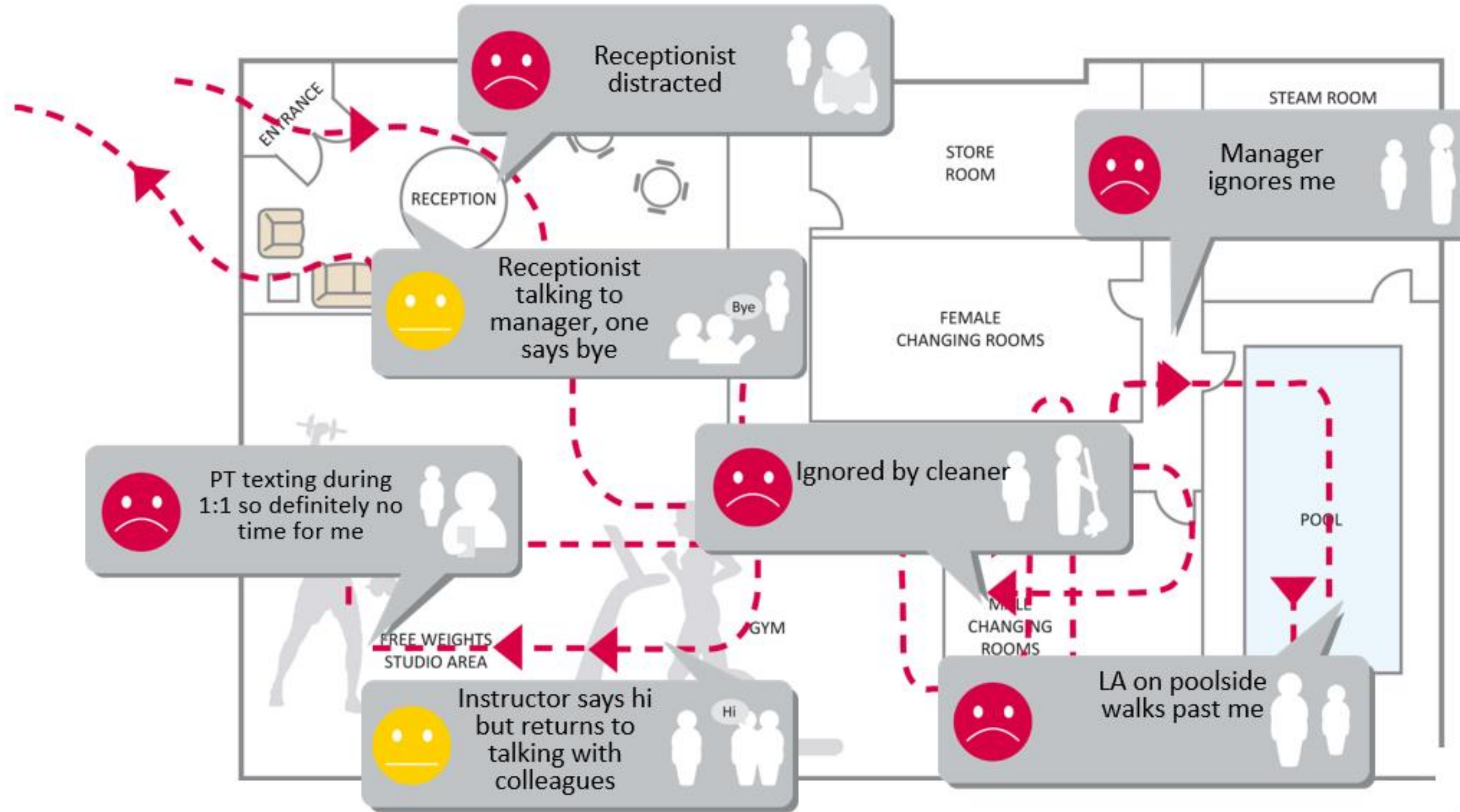


Sarah Lobo

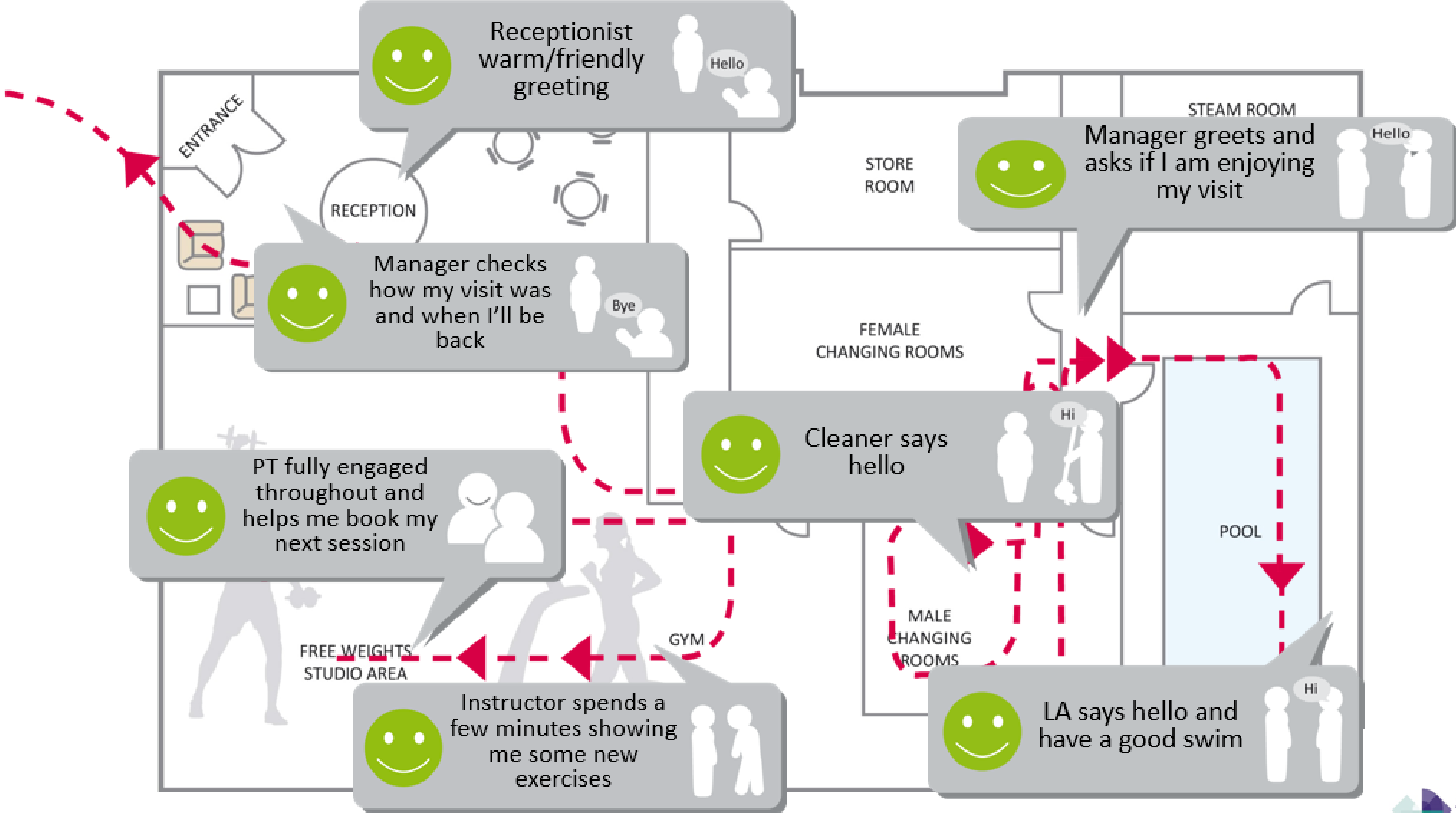
Head of External Accreditations, Right Directions



Choose Your Visit – Option 1



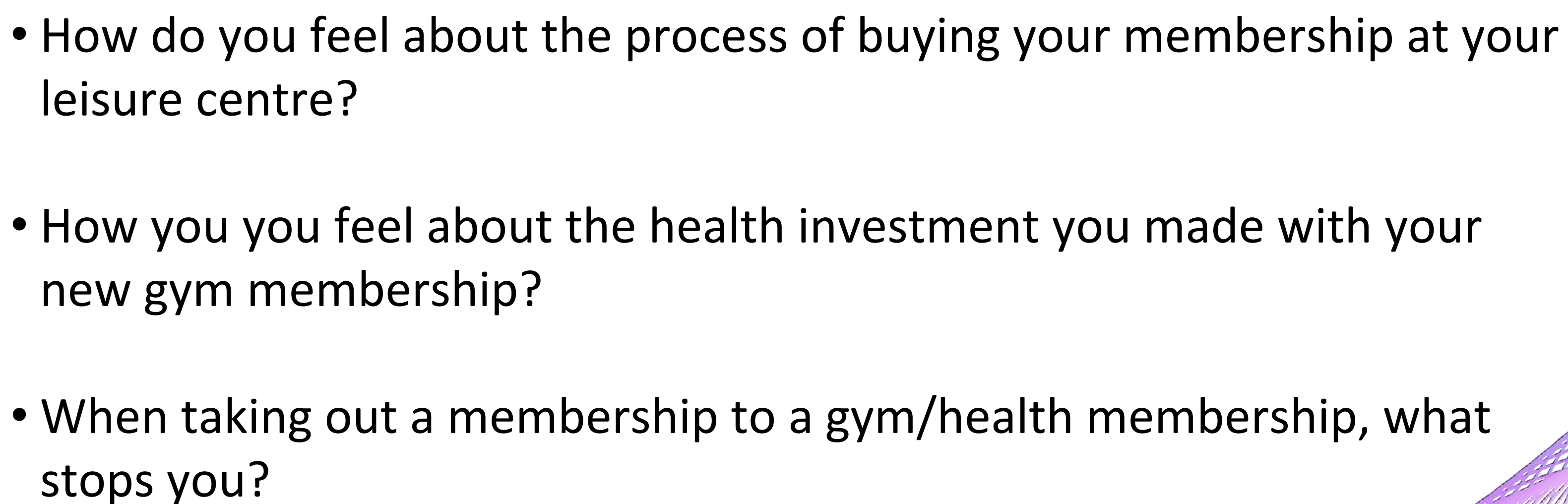
Choose Your Visit – Option 2



**YOU
HAD
ME AT**

"hello"

Understanding and Applying Consumer Insight

- How did you feel about joining a gym/leisure centre for the first time?
 - How do you feel about the process of buying your membership at your leisure centre?
 - How you you feel about the health investment you made with your new gym membership?
 - When taking out a membership to a gym/health membership, what stops you?
- 

Quest – Customer Journey Module



- Customer Journey is a core module in a Quest Assessment, reviewing the customer-focused systems and processes.
- 10% of facilities scored Excellent, 51% Very Good, 34% Good and 5% Satisfactory.
- Active Insight compared the NPS of the top ten scoring Quest sites throughout 2023, all of which participated in the 2023 Customer Experience survey, and the results are truly eye-opening.
- The top ten Quest sites boast an average NPS of an impressive 39 points, almost 90% higher than the sector average, which rests at 22 points.
- The review would suggest that organisations prioritising these approaches are not only meeting but surpassing customer expectations, building a level of member loyalty in the process.

Quest Mystery Visit Results



What do the Quest results and observations tell us:

- The average score for the Customer Journey module is Very Good (51%).
- 80% of our mystery visitors thought their interaction with the staff was excellent!
- But only 15% of facilities score Excellent in the Customer Journey Mystery Visit section, with 6% of facilities scoring only Satisfactory.
- 46% of social media sites viewed were not up to date or contained relevant information.
- 42% of customer information displays within a facility were not 100% up to date.
- 34% of facilities failed to capture personal information on a customer's first visit to the facility.
- 49% of responses to enquiries made via social media were not classed as excellent.
- 45% of telephone calls were not dealt with to an excellent standard.

Prospecting, Enquiry and Data Capture



Examples of best practices observed in Quest assessments include;

Lead Capture and Data Entry

- ✓ When a new prospect expresses interest (e.g., walks in, calls, or submits an online inquiry), promptly capture their details in your gym software.
- ✓ Key information to collect includes *Name, Contact Information (Phone, Email), Preferred Communication Method, Interests (e.g., classes, personal training, membership type), Source of Referral (if any)*
- ✓ Use a centralized system to avoid losing leads and ensure consistency.

Automated Follow-Up:

- ✓ Set up automated follow-up sequences:
 - **Welcome Email:** Send an immediate welcome email thanking the prospect for their interest and providing essential information about your gym.
 - **Scheduled Emails:** Schedule follow-up emails at regular intervals (e.g., 3 days, 1 week, 2 weeks) to nurture the lead. Share success stories, class schedules, and membership benefits.
 - **SMS or Phone Calls:** Depending on the prospect's preferred communication method, send SMS reminders or make phone calls to check in and answer any questions.
- ✓ Personalize these communications as much as possible

Prospecting, Enquiry and Data Capture



Examples of best practices observed in Quest assessments include;

Trial Offers and Incentives

- ✓ Encourage prospects to try out your gym by offering trial passes or discounted first-month memberships.
- ✓ Highlight the benefits they'll receive, such as access to classes, equipment, and expert trainers.
- ✓ Sell on benefits, not price!
- ✓ Use your gym software to track trial usage and follow up accordingly.
- ✓ Follow up with the prospect within 12 hours of their visit.
- ✓ Have a strong referral offer in place.

Appointment Scheduling:

- ✓ If the prospect wants to visit the gym, schedule an appointment for a tour or consultation.
- ✓ Use your software to manage appointments, send reminders, and assign staff members to conduct tours.

Prospecting, Enquiry and Data Capture



Examples of best practices observed in Quest assessments include;

Lead Conversion Tracking:

- ✓ Monitor the progress of each lead within your software.
- ✓ Track:
 - **Conversion Rate:** How many leads become paying members?
 - **Time to Conversion:** How long it takes from initial contact to conversion.
 - **Reasons for Non-Conversion:** Identify common barriers and address them.

Staff Training

- ✓ Train your staff on using the gym software effectively.
- ✓ Train your staff on products and prices.
- ✓ Ensure they understand the importance of prompt follow-up, personalized communication, and lead nurturing.

Remember, a well-organised and responsive approach to handling prospects can significantly impact your gym's growth and success! 🏋️💪.

“We look forward to seeing you on your next visit”





Thank you

Join us for our next webinar
Tuesday 10 September 11am –
Sleepers to Keepers

LET'S CONNECT!

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 Quest



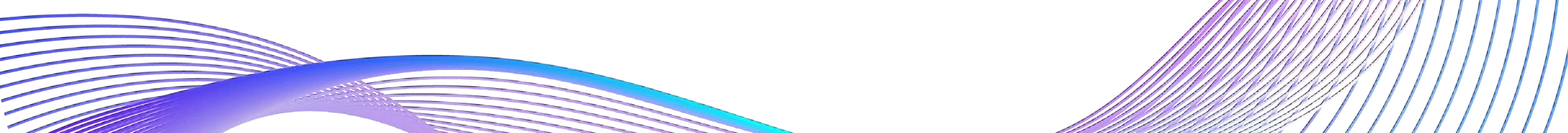
active-net
networking for the active leisure sector
27th -28th March 2024



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@rightdirections.co.uk or 01582 840078!

