

# Customer Satisfaction



# Customer Satisfaction

It is a measure of how products and services supplied by a company meet or surpass customer expectation.

# **‘Customer Focussed Service Culture’**

An organisation in which the customers (external and internal) are central to the way the organisation does its business. Consideration of customers permeates throughout the whole organisation and all employees are aware of the critical importance of customer service.

# Key drivers of customer satisfaction

- Delivery
- Timeliness
- Information
- Staff Attitude
- Professionalism
- Physical Environment



# Current survey

- Staff and information
- Facility presentation
- Value for money

# Sports and leisure facility management customer satisfaction survey

For each question please place a cross X within the box that best represents what you think.

## Section one : what is important to you?

Please tell us how important to you each of the following things are

	Extremely important	Very important	Important	Not very important	Not at all important	Not applicable
<b>Staff and information</b>						
Friendliness of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information provided .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prices clearly displayed .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Facility presentation</b>						
Cleanliness of changing rooms/toilets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temperature / quality of pool water *.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disabled Access .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of a safe environment .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of fitness/gym equipment *.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of other equipment used .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Value for money</b>						
Enjoyment of the activity .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money from the activity .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering/vending value for money .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Section two : how do you think that we are doing?

Please tell us how you think we are performing with regard to each of the following aspects

	Excellent	Good	Average	Poor	Very poor	Not applicable
<b>Staff and information</b>						
Friendliness of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of staff .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information provided .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Prices clearly displayed .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Facility presentation</b>						
Cleanliness of changing rooms/toilets .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Temperature / quality of pool water *.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disabled Access .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of a safe environment .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of fitness/gym equipment *.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of other equipment used .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Value for money</b>						
Enjoyment of the activity .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money from the activity .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering/vending value for money .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have a leisure card / pass? Yes  No

\* Answer 'Not applicable' if the site does not contain these facilities.



# Key questions

- What do we want to know?
- Why do we want to know it?
- How are we going to use it?
- What difference will it make?





# Customer satisfaction survey

Firstly:-

What are the key headings that are right for us?

# Additional suggestions

## Quality

- Standard of catering, coaches, programmes and courses
- Overall are you happy with the service you receive?
- Do you feel you receive value for money?
- On a scale of 0 – 10 (where 0 is not at all likely and 10 is extremely likely) how likely are you to recommend this facility to a friend? NPS
- Do you have any comments for improvement?

## Impact

- Have you seen an improvement in your health due to participating in physical exercise? (this could be either mental or physical health)
- Do you do more exercise now than when you first joined?
- How many times this week have you done 30 mins or more exercise which was enough to raise your breathing rate?

# Popular suggestions

## Facility Presentation

- Advertising and marketing of activities and facilities
- Procedures – Facility queuing time, speed and efficiency of booking
- Court/facility availability on time

## Value for money

- Do you have a XXXXX Card?
- Activities undertaken
- Do you have a current membership subscription?
- Do you use the facility regularly?

## Personal details

- Respondents profile

# Customer Satisfaction Surveys

Secondly:-

What detail do we want to include specifically below the headings?

# Summary and next steps

# **NEW MUNICIPALISM**

Delivering for local people and local economies

# Contact details

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