

Implementing a Membership Feedback Program

A practical guide



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Preface

This is written in the contextual example of a leisure centre, however the principles are similar for a customer feedback or employee feedback program.

Step 1. Align your team

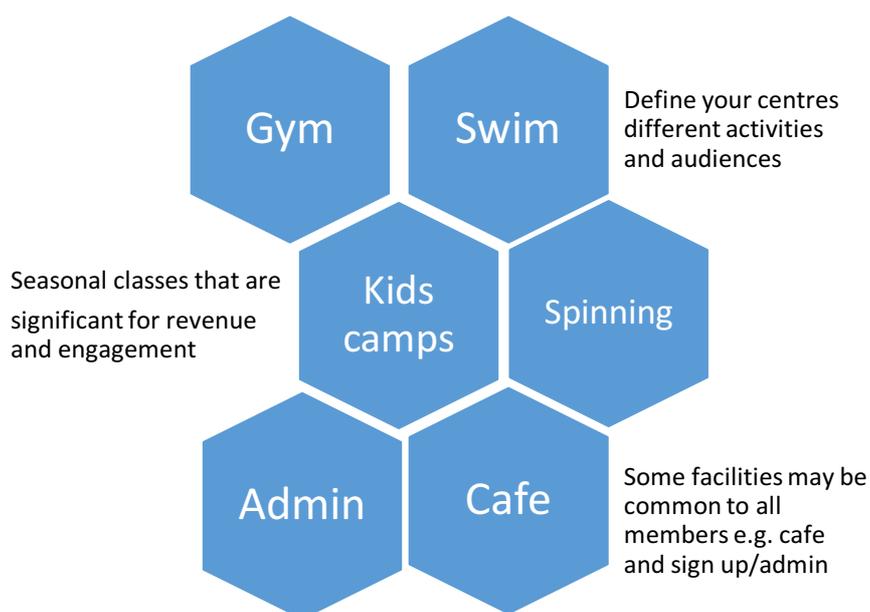
A customer feedback and improvement strategy needs everyone on the team to be engaged, open to improvement and committed to following up on required actions. Discuss the purpose and intent of your member satisfaction and engagement program with your team. Outline the plan, timelines, roles and responsibilities, ask for support and consider suggestions for implementation.

Step 2. What problem are you addressing?

Agree on what problem you are trying to solve and what success looks like in measurable terms. Maybe your membership retention rate is decreasing overall or one particular class has a problem? Maybe you risk losing members to a new leisure centre opening in your area or you want to increase new members through referral sales etc. You may select a goal to increase retention in the first 3 months from 50% to 60% or new memberships from 150 to 190 members during January or you may have a quality accreditation goal or recognition goal in mind.

Step 3. Segment your Leisure Centre activities and member audiences

An overall question like “*would you recommend TechCo leisure centre?*” may be a good overall metric to track progress. However it may not be as actionable as a similar question for a specific activity in your operation. For example in a leisure centre you can define several segments each of which will have their own members and unique drivers of member satisfaction.



Step 4. Members journey Mapping - Define your feedback questions

Mapping your member's journey for each segment will help you understand key satisfaction drivers for each segment and determine what the questions to ask your members.

Documenting the member's journey it will help clarify the steps your members need to go through and will make you aware of satisfaction drivers, previously not visible.

You may not need to ask question on every process step initially. For example for the Gym you could ask " *Would you recommend TechCo Gym to a friend*" and allow the comments to surface key themes about what members like or don't like. You could follow up by asking supplementary questions to get deeper insights into one area (e.g. instruction) or after improvements have been made (e.g. about equipment or nutrition plans).



Step 5. Define a process for requesting feedback

1. *Feedback Method for asking questions and getting responses*

Select a method of receiving feedback that is engaging and easy for members and easy for your team to administer. If it is difficult for members, response rates will be low and you will not get the necessary feedback.

Avoid paper forms which require high effort for members and for you to analyse and interpret. Additionally, most paper forms are on a counter top which may be inaccessible for wheelchair users.

Traditional long surveys equally are high effort and need several minutes to complete. Members in a hurry or trying to manage children through your leisure centre wont have the time so expect low response rates where long multi-question surveys are used.

Try www.rekommed.io simple feedback and engagement software to make it easy for everybody. It takes seconds to respond and provides a satisfaction score and members comments so you know what is working well and what needs to be improved. Everything you need. Simple. Create a question for free here: <https://www.rekommend.io/free-nps-tool> and pilot the process.

2. *Process – Frequency and Channels*

Generally you don't want to spam members with feedback questions. However because you have segmented your members, you can be sending questions regularly to different audiences. You can also supplement your responses by putting your links to questions on your social

channels and on newsletters. As a team, figure out what frequency makes sense for you and your members. 3-4 week interval between questions to individual members may be appropriate. If you have a specific class that has a start, middle and end you can also consider sending questions tied to specific class milestones.

Step 6. Create your question links

Create your questions on your chosen software platform which will create unique hyperlinks for distribution.

Step 7. Invitation Email

This is an important part of your process as a poorly constructed invitation email can put members off if it's too long or it can end up in a junk folder as spam. Our proven experience would be

1. Give your audience(s) a heads up communication to provide some context. What is your feedback program about? What is the purpose and intent? How will the data be used and ask for their participation. Consider having the class instructors give a 30 second shout-out to the class to expect an email but if you do that, prepare your instructors with the required information. If you have aligned them in Step 1, you should be good.
2. Create your invitation email. Keep it short and simple with a catchy subject line, (maybe a question) to avoid spam filters
3. Get ready to receive the insights from your members to validate what is working well and what needs improvement in your business.

Step 8. Take action to improve your business

Congratulations! You now have started engaging your members and have both a trackable score and a list of what's working well and where improvement opportunities lie. You can now consider these actions to start increasing the business value from your efforts.

- 1) **Prioritise improvement actions.** Be realistic. Tackle the biggest issues first. Improve one thing at a time.
- 2) **Share the feedback with your team** – It's a great way to engage them and recognise what is working well in addition to getting their buy in for improvements. Consider a team lunch as a recognition for excellent feedback. You are now creating a more customer centric culture.
- 3) **Get the business benefit** - start talking about your customer focus and your new process. Mention it to customers, on your website, to potential new team members, in new membership applications and business proposals.
- 4) **Close the loop back to your audience** who gave feedback. Thank them and provide a high level summary of what the key findings were and what you plan to do with it. They are now engaged and are more likely to respond the next time you ask for input or feedback.

- 5) **Plan the next step in your improvement program.** Rather than a one-time event, have a regular feedback process, as a customer service quality check. Track your score, continue to improve and celebrate the positives with your team.