

EXAMPLE CUSTOMER SATISFACTION SURVEY

Name _____

Dear Customer

We are constantly looking at ways in which we can improve the service that we offer you. Please take the time to fill in this customer survey to assist us in this process. If you wish your views to remain anonymous please do not place your name on the form. Otherwise, all those that enter their details will go into the draw to win a free personal training session with one of our trainers.

General

How did you first hear about us? _____

Was it easy to find us? Yes / No

If No, why not? _____

What were your first impressions of our centre? _____

Appearance

How would you rate the overall appearance of our centre?

Excellent

Good

Average

Poor

Notes:

How would you rate the cleanliness of the centre (equipment, centre, in general)?

Excellent

Good

Average

Poor

Notes:

How would you rate the atmosphere in the centre (noise, smells etc)?

Excellent

Good

Average

Poor

Notes:

How would you rate the appearance of our staff?

Excellent

Good

Average

Poor

Notes:

Customer Service

Telephone Service

When phoning our centre is it easy to find our number? Yes / No

Are your calls answered quickly and professionally? Yes / No

Overall, how would you rate our level of telephone service?

Excellent

Good

Average

Poor

Notes:

Face to Face Service

When entering the facility are you greeted on entry? Yes / No

When making an enquiry are you kept waiting long? Yes / No

Do our staff deal with your enquiries effectively and professionally?
Yes / No

Do you find our staff knowledgeable? Yes / No

Do you find our staff friendly? Yes / No

Overall, how would you rate our face to face customer service?

Excellent Good Average Poor

Notes:

Services offered

Do you find parking difficult to locate when visiting our club? Yes / No

How do you rate the range of equipment that we offer at our club?

Excellent Good Average Poor

Notes:

How do you rate the group exercise classes that we offer at our club?

Excellent Good Average Poor

Notes:

How do you rate the programming and assessments that our fitness instructors deliver?

Excellent Good Average Poor

Notes:

Are you getting the results you are after? Yes / No

How do you rate the personal trainers that operate in our facility?

Excellent

Good

Average

Poor

Notes:

Overall, how do you rate the services that we offer within our facility?

Excellent

Good

Average

Poor

Notes:

Are there any services that you would like to see added to the range of services currently offered?

Miscellaneous

Would you join our centre again? Yes / No

Why/ why not:

Do you think our membership offers value for money? Yes / No

Do you find our membership payment options convenient? Yes / No

Would you recommend our service to your friends? Yes / No

What do you like most about our facility?

What do you like least about our facility?

Do you have any suggested improvements that we could make to our facility?

Why have you chosen our gym as opposed to any of our competitors?

Do you have any other comments that you would like to bring to our attention?

Thank you for taking the time to complete our customer survey, we appreciate your comments as we try to improve our clubs operations.