Secret Shopper

Your centre provides fantastic customer service doesn't it. Your staff are always friendly and courteous to members, no one is kept waiting for too long … how do you know? Unless you are watching your staff every minute of the day you really do not know what is going on. Have you ever analysed your centres level of customer service? Better yet why not have someone else analyse your staff and centres performance.

Why not employ a "secret shopper" to give you an objective analysis of your customer service. Get them to use the following format to analyse the service offered by your centre.

Telephone Service

How long does the phone ring for before it is answered?

Notes:
_____
_____

When making an enquiry do staff give out prices readily over the phone?

Notes:
_____
_____

When making an enquiry do staff attempt to make an appointment with the enquirer at the centre?

Notes:
_____
_____

How convincing is the staff member in justifying the need for an appointment with a consultant?

Notes:
_____
_____

How is the staff telephone manner?

Notes:
_____
_____

Does the staff member take down details from the enquiry – name, address, phone number for future follow up?

Notes:

_____
_____

What is the overall level of telephone service?

Notes:

_____
_____

Walk in Service

Are staff well presented?

Notes:

_____
_____

Are you greeted in a friendly manner (eye contact, smile etc)

Notes:

_____
_____

Are you kept waiting when making an enquiry?

Notes:

_____
_____

When making a membership price enquiry does the staff member refer you to a membership consultant or staff member who can sit down with you and talk to you about your requirements?

Notes:

_____
_____

Sales Process

Is the membership consultant / sales staff member friendly, do they attempt to build rapport?

Notes:
_____
_____

Do they attempt to understand why you are looking at joining a fitness centre – understanding/ identifying your needs and goals?

Notes:
_____
_____

Do they offer a solution to your needs?

Notes:
_____
_____

When touring the centre – do they show you HOW parts of the centre will assist you in achieving your goals?

Notes:
_____
_____

Do they uncover any potential objections early on?

Notes:
_____
_____

How effective are they in handling objections?

Notes:
_____
_____

How effective are they in attempting to close the sale?

Notes:
_____
_____