

# Customer Services

By providing the best customer service, you can build trust and loyalty to your business. Customer service is an asset, often valued over price that can help you manage problems, smooth out complaints and create a positive brand reputation.

**Here are some swimming specific customer service ideas and thoughts that you may like to incorporate into your existing customer service training plans:**

- Consider introducing 6 key questions that Front of House staff ask all customers
  1. *Do you have the correct change for the locker?*
  2. *Have you visited the Centre previously? Or do you need any help to find the pool or changing rooms?*
  3. *Do you have any questions around the pool timetable? Do you need it in a different format?*
  4. *Do you think you qualify for any of our concessions?*
  5. *Is there anything you can think of that we can do better?*
  6. *Is there anything else I can help you with?*
- Review the options for contacting your centre – phone, social media, e-mail etc.
- Discuss and agree with staff what good customer service looks like – e.g. effective communication, taking ownership, be positive and friendly, be knowledgeable – and agree how to action this on a daily basis.
  - Include agreed approaches to customer service in personal development plans, and appraisals.
  - Share examples of good customer service from other industries or businesses and adopt/adapt key learnings.
  - Review regularly in team meetings.
- Do your other departments have regular training in their fields? Is this something to consider for your Front of House staff?
- Are all staff, even those not directly related to aquatics, familiar with all sessions and what the customer experience is likely to be? Are staff encouraged to participate in specific aquatic sessions so they understand what is involved?

## **Mystery Shops and Customer Feedback**

It is important for facilities to consider obtaining feedback on the customer journey/experience. This could be done by undertaking regular mystery calls/shops or using customer feedback surveys. Areas that you may wish to consider if undertaking mystery shops/surveys:

- Mystery shops are conducted by individuals not known to centre staff. You could consider offering incentives to current customers/general public to carry these out on your behalf
- Conducted at timely intervals throughout the year – possibly using specific topics for example; Learn to Swim Programme, Timetabling, Cleanliness, Staff Interaction etc.
- Cover a wide variety of areas including but not limited to
  - Purchasing a product
  - Asking aquatics related questions
  - Registering complaints
  - Enrolling on lessons

It is important to ensure that feedback is reviewed and action taken where required. You may also wish to consider showcasing the customer feedback (positive or negative) as well as the action the site has undertaken in response to these requests in 'You said, We did' Board/website/social posts visible to customers.

## **Meet the Team**

You may wish to consider including staff profiles for your aquatics staff, either on your website or within the Leisure Centre. This will enable customers put a face to name and help them to feel at ease when attending the facility/session for the first time. The staff profile could include the following:

- Picture
- Job Title/Role
- Relevant Qualifications
- Hobbies/Interests/areas of expertise – brief overview
- Fun fact – make the staff relatable

## **Maximizing the exposure of Aquatics**

Your gym and membership staff are an important asset in encouraging your customers (and potential customers) to include aquatics as part of their active lifestyle or fitness programme/s. Therefore it is important to upskill the relevant staff so that they have a good understanding of the pool programme and what each of the activities involves so that they can signpost customers to relevant sessions to help them achieve their aims and complement any dryside activities. Key to this is understanding the Health and Wellbeing benefits of Aquatic Activity and further details of these can be found in our Value of Swimming report.