

# Customer needs and expectations

Level 2 Providing a positive customer experience in the fitness environment

## Learning outcomes

By the end of this session you will be able to:

- Identify the types of customers attending a local exercise and fitness facility
- Identify the different requirements of customers attending a local exercise and fitness facility
- Identify how a local exercise and fitness facility meets different types of customer requirements
- Describe how to identify and confirm a customer's expectations

## Learning outcomes

By the end of this session you will be able to:

- Explain the importance of gathering feedback to meet customer expectations
- Identify methods of gathering customer feedback
- Explain the importance of responding promptly to a customer seeking assistance
- Identify ways in which an exercise and fitness instructor could build social support and inclusion in an exercise environment

## Types of customers in a health and fitness facility

Customers can be categorised as:

- Internal customers - colleagues or someone who may work in another department who are dependent on the organisation for specific services or supplies
- External customers - customers who come from outside the organisation to fulfil their needs

## Types of customers in a health and fitness facility

### Internal customer

- Another instructor
- Staff from another department (e.g. the sales department)
- Anyone providing products or services to the external customer



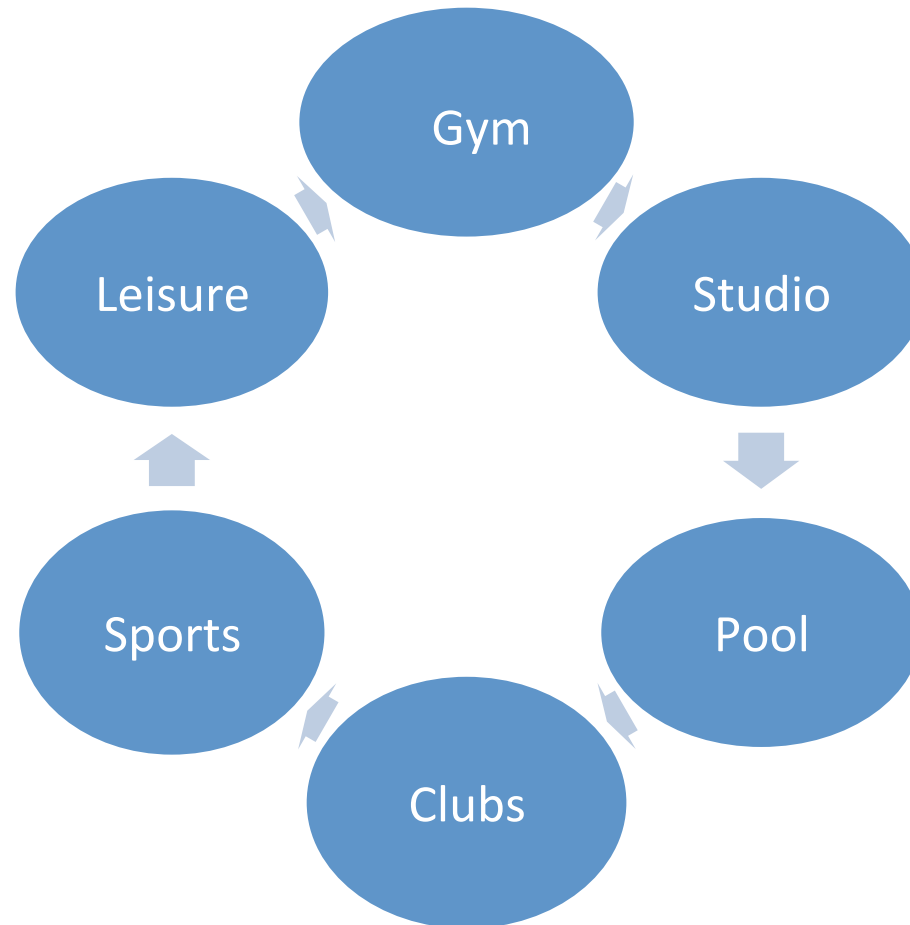
## Types of customers in a health and fitness facility

### External customer

- The general public wanting a product, service, information or advice
- Potential customers
- Other professionals whose services may be used (physiotherapists)
- Visitors



## Reasons that customers will visit a health & fitness facility



## Health and fitness facility customers

- Older
- Younger
- Special populations
- Sports users
- Club users (weight loss clubs, fitness clubs)
- Gym users
- Studio users (group exercise)
- Swimming pool users
- Leisure users
- etc.





Within each health and fitness facility there will be a range of products and services on offer

Retail products	Services
Refreshments (drinks & snacks)	Gym inductions, PT or coaching sessions
Nutritional supplements	Swimming lessons
Sports and fitness clothing	Group exercise classes, clubs, groups
Sports and fitness equipment	Health & wellbeing services (sports massage etc.)

# Customer wants and needs

## Wants

- A customer's wants are usually quite narrow
- A want is a desire for a specific product or service to satisfy the underlying need

## Needs

- A customer's needs are usually very broad
- A need is a basic requirement that individuals wish to satisfy

## Customer wants and needs example

Customers need to eat when they are hungry

What they want to eat and in what kind of environment can vary enormously

For some, eating at the local café meets the need to satisfy hunger

For others, a microwaved ready-meal meets the needs

Some customers are never satisfied unless their food comes served with a bottle of fine wine

## Customer wants and needs

Customers wants tend to be shaped by social and cultural forces, the media and marketing activities of businesses

The success of any organisation depends on providing an excellent customer service experience and ensuring that their specific and individual needs are met

If these needs are identified and met customers will want to return to the facility

Meeting customer needs doesn't just mean matching them to the right product or service, it means giving them a positive customer experience every time they use the facility

## Customer contact

Customers will expect excellent customer service whenever they have contact with an organisation

This contact may be:

- Face-to-face
- Telephone
- Email
- Social media



An instructor will be involved in many aspects of customer service, including:

- Responding to, handling and resolving customer inquiries and complaints
- Dealing with a diverse range of customers who will all have differing wants, needs and expectations
- Adapting their customer service skills to be able to assist customers with communication difficulties or varying physical needs
- Dealing with customers who are angry, stressed or upset

## Gathering feedback from customers

It is important to gather customer feedback to ensure the exercise and fitness facility continues to meet the needs of the customer

Gathering feedback gives the customer the opportunity to make suggestions, comments or complaints about services and facilities, which gives the organisation the opportunity to improve

## Gathering feedback from customers

- Listen to customer feedback
- Be clear about the points being made
- Confirm the points being made
- Record the feedback
- Process the feedback through agreed channels
- Offer solutions, where possible
- Thank customers for any comments
- Ensure customers have a personal reply
- Share feedback with others (staff and customers)



## Methods of gathering feedback

- Email
- Social media
- Website reviews
- Text reviews
- Focus groups
- Comment cards/comments box
- Evaluation forms
- Direct mail survey
- Face-to-face (just ask)

## Social support and inclusion

Instructors can build social support and inclusion through:

- Buddy schemes so members don't have to train alone
- Team/individual challenges
- Group activities
- Quizzes and games
- Events
- Loyalty schemes