






	Phone up for prices	Visit gym	Application	Induction	Personal programme
Customer Process	<p>"How long will I have to sign up for?"</p> <p>"Can I do pay as you go?"</p>	<p>"Will I fit in?"</p> <p>"Are they all fit?"</p> <p>"Do people seem friendly?"</p>	<p>"I hope this doesn't take too long"</p>	<p>"Will I need to exercise today?"</p> <p>"What should I wear?"</p> <p>"I'm a little scared"</p>	<p>"Will they push me too hard?"</p> <p>"I hope they don't weigh me!"</p>
Internal Process	<p>Reception takes call</p> <p>Passes call to Membership Sales</p> <p>Aim: book gym tour</p>	<p>Gym tour</p> <p>Aim: Fill in application & book induction</p>	<p>Membership sales</p> <p>Aim: Completed form & DD setup</p>	<p>Instructor</p> <p>Aim: Health & safety, Book personal programme</p>	<p>Instructor</p> <p>Aim: Tailored personal programme, sell personal training</p>
Experience	<p>Receptionist seems uninterested, and passes me to a 'sales' person.</p> <p>Have to explain again. Not listening to my needs, trying to sell instead</p> 	 <p>Very friendly guy who gives the tour. Explains everything.</p> <p>Met a nice lady on the tour</p> <p>Nice place, and people are similar shape to me</p>	<p>Form asked a lot of unnecessary questions.</p> <p>Some made me feel a bit stupid because I didn't understand the questions</p> <p>It felt very serious</p> 	 <p>Nice friendly instructor</p> <p>Nice to see others don't have a clue</p> <p>Didn't like being watched by people in the gym</p>	 <p>Very motivating instructor</p> <p>Easy to follow personal plan</p> <p>Tailored to my needs</p>
Improvements & key Learnings	<p>Direct number to Sales</p> <p>Train sales to listen and respond to needs</p> <p>Train reception to take calls better and brief sales</p> <p>This is the first point of contact in the experience.</p> <p>This could lead to many people leaving the process and going elsewhere</p>	<p>Select gym tour staff who have great people skills</p> <p>Match similar people to the gym tour times where possible</p> <p>Set up buddy system for new customers</p> <p>Another key stage in the process. If the gym feels stuffy or unfriendly we lose customers</p>	<p>Reduce the form down to the basics</p> <p>Usability test the forms</p> <p>Lighten up the language, add humour or light hearted feel?</p> <p>This step can set the tone for their experience. If they feel its all very serious at this point, they could lose sight of the benefits and excitement of joining a gym. The form should be an invisible step</p>	<p>Book inductions when gym is quieter?</p> <p>Provide summary sheets after each induction & set expectations before</p> <p>Ensure inductions are with similar customers</p>	<p>Train all instructors to motivate and excite</p>