

The role of customer's satisfaction in the fitness industry development

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Abstract

Survival of sport organizations in today's competitive world depends on their customer's satisfaction. The aim of this study was to determine the role of customer satisfactions in the fitness industry development.

Customer satisfaction is a marketing term that measures how services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

Keywords: marketing, fitness industry, development, customer satisfactions

Introduction

Customer's Satisfaction

Health clubs and fitness centres thrive and grow from attacking market changes and condition by analysing your customers need head on. Most health clubs, fitness centres and personal training studio, at to their main stay new membership sales by diversifying their facilities, revenue streams can be accomplished by creating internal and external profit centre, generating new leads for membership sales, increasing membership closing percentage, implementing technology related services and better developing value for service like personal training, group fitness classes and fitness boot camps.

Serving the customer is the newest development for every institution, though the oldest one as well. The most secure way to survive and succeed is offering good quality services in order for customers to be reminded of the service (Seifali and Goudarzi 2009) [18]. One of the most important issues organizations are dealing with at present competitive conditions is to get informed about how much customers are satisfied and their views about performance of the organization, its products and services. The capability of closely monitoring customers' satisfaction will prepare the ground for livening on in competition arenas and getting a more share of the market. Most sports organizations understand that they cannot keep customers satisfied for a long time on a luck basis. They have learned from sporting contribution the key to keep the sporting customers and to make benefit is continuous effort. An increase in marketing researches in industry especially in clubs and fitness industry results in more competent managers who get more familiar with the needs, preferences and motivations of the participating individuals in clubs, getting them more satisfied, attracting more people, hence the success of the sports organization and the increase in public health (Parks, 2003) [17]. Ehsani (2003) [3, 17] in his research titled „the analysis of preventive factors of physical activities' explained that one of

the efficient factors for attracting more individuals, women in particular, toward fitness salons is to offer high quality services, and another one is to establish clubs in frequented and public health, hygiene, equipment, physical environment and employees' treatment are the most influential factors leading to customers' satisfaction. Rodriguez and Guerrero (2008) [17] in their study entitled "Tangibles as predictors of customer satisfaction in sports services" expressed that significant relationship was found between the different dimensions of service quality and customer satisfaction. Wan (2010) [22] concluded that customer satisfaction and service quality are factors that directly relate to high customer loyalty. So, the aim of this study was to evaluate customer satisfaction in the fitness centre.

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation.

Customer satisfaction is so important

- It's a leading indicator of consumer repurchase intentions and loyalty
- It's a point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It's cheaper to retain customers than acquire new ones

It's a leading indicator of consumer purchase intentions and loyalty

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates.

Any customers that give you a rating of 7 and above, can be

considered satisfied, and you can safely expect them to come back and make repeat purchases. Customers who give you a rating of 9 or 10 are your potential who you can leverage to become evangelists for your company. Scores of 6 and below are warning signs. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low. See how satisfaction provides so much insight into your customers? That's why it's one of the leading metrics businesses use to measure consumer repurchase and.

It's a point of differentiation

In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator. Businesses who succeed in these cut-throat environments are the ones that make customer satisfaction a key element of their business strategy.

If you had a recommendation for one business would that sway your opinion? Probably. So how does that recommendation originally start? More than likely it's on the back of a good customer experience. Companies who offer create environments where satisfaction is high and customer advocates are plenty.

This is an example of where customer satisfaction goes full circle. Not only can customer satisfaction help you keep a finger on the pulse of your existing customers, it can also act as a point of differentiation for new customers.

It reduces customer churn

Price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service.

Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer service.

I recommend you put an emphasis on exceeding and 'wowing' customers at every opportunity. Do that for six months, then measure customer satisfaction again. See whether your new initiatives have had a positive or negative impact on satisfaction.

It increases customer lifetime value

Found that a 'totally satisfied customer' contributes 2.6 times more revenue than a 'somewhat satisfied customer'. Furthermore, a 'totally satisfied customer' contributes 14 times more revenue than a 'somewhat dissatisfied customer'.

Satisfaction plays a significant role in how much revenue a customer generates for your business. Successful businesses understand the importance of customer lifetime value (CLV). If you increase CLV, you increase the returns on your marketing dollar.

It reduces negative word of mouth

An unhappy customer tells between 9-15 people about their experience. In fact, 13% of unhappy customers tell over 20 people about their experience.

That's a lot of negative word of mouth. Customer satisfaction is tightly linked to revenue and repeat purchases. What often gets forgotten is how customer satisfaction negatively impacts your business. It's one thing to lose a customer because they

were unhappy. It's another thing completely to lose 20 customers because of some bad word of mouth. To eliminate bad word of mouth you need to measure customer satisfaction on an ongoing basis. Will help you identify if customers are actually happy with your product or service.

It's cheaper to retain customers than acquire new ones

This is probably the most publicized customer satisfaction statistic out there. It costs six to seven times more to acquire new customers than it does to retain existing customers. If that stat does not strike accord with you then there's not much else I can do to demonstrate why customer satisfaction is important. Customers cost a lot of money to acquire. You and your marketing team spend thousands of dollars getting the attention of prospects, nurturing them into leads and closing them into sales. Imagine if you allocated one sixth of your marketing budget towards customer retention.

Some customer retention strategies to get you thinking

- Use blogs to educate customers
- Use email to send special promotions
- Use customer satisfaction surveys to listen
- Delight customers by offering personalized experiences

Measure satisfaction to see how happy your customers really are

Lee Resource Inc. found that for every customer complaint there are 26 other unhappy customers who have remained silent. That is an alarming statistic. Most companies think they are the best and they have no unhappy customers. The reality is, 96% of unhappy customers don't complain. In fact, 1Financial Training Services found that most simply just leave and never come back. Customer satisfaction plays an important role within your business. Not only is it the leading indicator to measure customer loyalty, identify unhappy customers, reduce churn and increase revenue; it is also a key point of differentiation that helps you to attract new customers in competitive business environments.

I hope this blog post has shed light on why customer satisfaction is so important to the success of your business. Here are some more resources to help you improve customer satisfaction:

6 Steps to Increasing Gym Member Retention with Customer Service

1. Avoid the "I'll check with the owner/manager."

You must empower your team to make decisions and own the issues. Customer service is always better in the first point of contact can respond to the customer and make independent decisions on behalf of the company.

2. Make the customer's job easy

As your gym grows, your business and the process for your customers to experience the service becomes more complex. This is why it's very important to audit your members experience and identify any pain points your members have with your business.

For example. Is it easy for your gym members to pay? Is it easy to find out the class schedule?

If it's not, it must be!

3. When you make a mistake, apologize

We all make mistakes. I make them all the time; that's life. No one expects you to be perfect all the time, but they do expect you to care about them as people. People value honesty and transparency, especially when your gym is clearly wrong. Being honest with your members strengthens the relationship and will help you improve your gym member retention.

4. Say thank you to your members

Your customers have other choices. Appreciate them for choosing you. Without your gym members, you have no business. Genuinely say, express, and show your appreciation by saying Thank You!

Regularly thank them for choosing to be members of your gym.

5. Measure membership satisfaction

What gets measured gets managed. This simple truth will keep you from missing the mark in your fitness business. You must ask and document if your customers are happy.

Experienced businesses know that you only hear from a few unhappy customers. The rest will take their business elsewhere. Since we're focusing on retention, this should matter to you. Use simple quarterly surveys to gauge the temperature of your gym members.

6. Go above and beyond

Now that customer service is the core of your business; you should always try to go above and beyond.

People remember the first and last impressions.

Make an amazing first and last impression an objective for all team members. Your members must feel important and special.

As your team to listen for events and activities in your members lives and ask them about this event in your member's life. Allow the discussion to go beyond the gym, so your team can learn more about the individual.

Become an active listener.

Whenever a member is speaking to a team member, make sure they clarify, paraphrase and summarize to confirm and show that each member know's what they are really saying.

The only way we'll ever be able to increase your gym member retention is to improve the quality of the service you provide. Customer service is a critical component of keeping your members coming back. *Want additional tips to keep your clients loyal?* Schedule a 30-minute call with one of our consultants to learn more ways you can retain members.

Valuable Key for Customer's Satisfaction

- Result oriented instructor in fitness centre
- Good infrastructure in the fitness centre.
- Well certified instructors.
- Front desk executive.
- Energetic problem managing fitness manager.
- Nice Cafeteria.
- Healthy training environment.
- Increase the value of your fitness business.
- Build brand loyalty and a long term relationship.

- Increase your gym member retention.

Measuring and Managing Customer Satisfaction

- Marketing and sales employees are primarily responsible for designing (with customer input) customer satisfaction surveying programs, questionnaires, and focus groups.
- Top management and marketing divisions champion the programs.
- Corporate evaluations include not only their own customer satisfaction ratings but also those of their competitors.
- Satisfaction results are made available to all employees.
- Customers are informed about changes brought about as the direct result of listening to their needs.
- Internal and external quality measures are often tied together.
- Customer satisfaction is incorporated into the strategic focus of the company via the mission statement.
- Stakeholder compensation is tied directly to the customer satisfaction surveying program.
- A concentrated effort is made to relate the customer satisfaction measurement results to internal process metrics.

To be successful, companies need a customer satisfaction surveying system that meets the following criteria:

- The system must be easy to understand.
- It must be credible so that employee performance and compensation can be attached to the final results.
- It must generate actionable reports for management.

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