A woman with blonde hair in a ponytail, wearing a yellow t-shirt with 'ROSSFIT' printed on the back and dark leggings, is performing a barbell overhead press in a gym. She is standing in profile, facing left, with a barbell resting on her shoulders. The background shows a dark blue wall with horizontal red stripes and a metal rack structure.

# How to create competitive advantage from member-related feedback

Templates for creating actionable insights

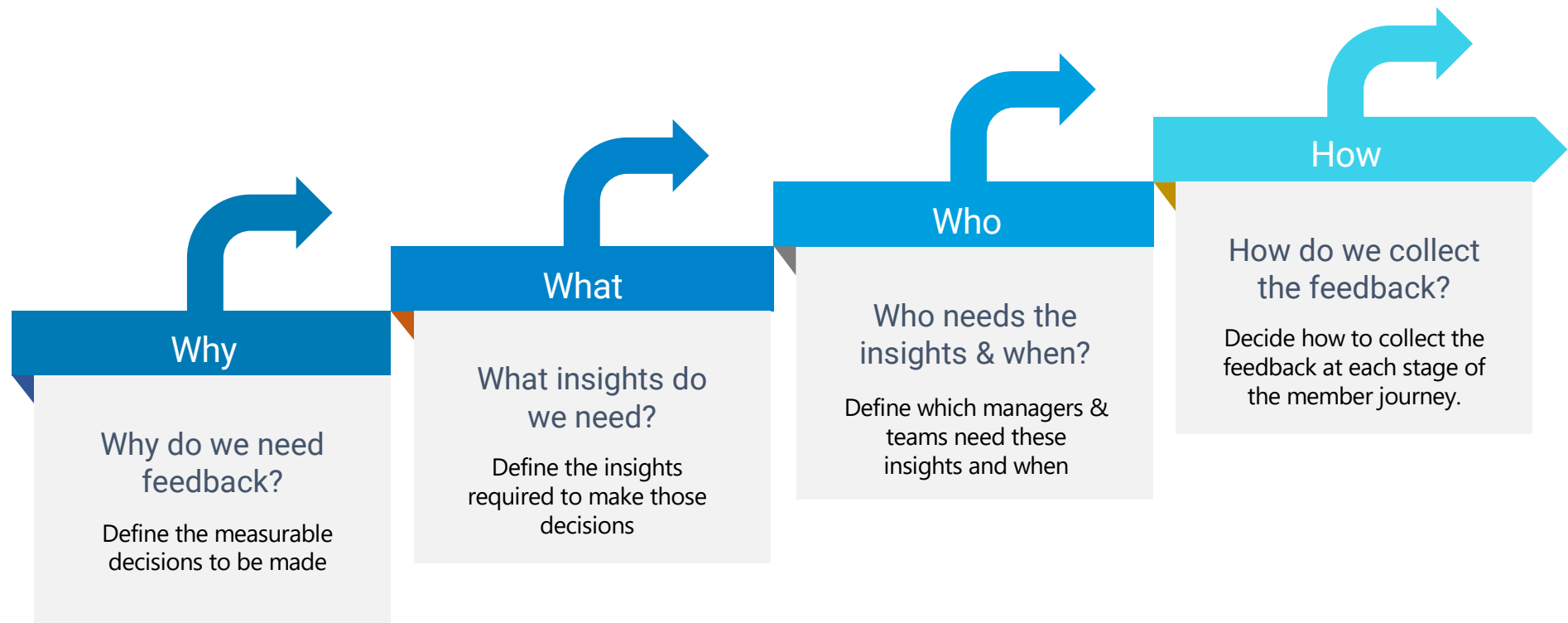
# Use member feedback to create competitive advantage

Member-related feedback successfully drives decision-making, when it is collected and analysed with purpose. This means starting with why your business needs feedback, and what decisions it will inform.

This context informs what insights need to be created and for who.

Only then can you decide on how feedback will be collected and when in the member journey it's best to collect it. This top-down approach reduces the risk of leaving insight blind spots and the risk of collecting data that doesn't fully provide the insights required.

This tool kit contains two templates developed to help gym and fitness brands with this top-down planning.



# Top down planning for actionable insights

Begin with why, what and who

1

## WHY do we need member-related feedback?

What measurable actions will be taken based on the insights?

For example

- Reduce member churn
- Acquire more new members
- Increase client experience
- Improve the number of referrals

2

## WHAT insights will inform those decisions?

What themes need to be covered?

For example

- Where does our brand/experience stand-out?
- Why do members choose to leave?
- What experiences are most important ?
- How does experience vary across sites?
- Where can we improve our processes?

3

## WHO needs to see these insights and when?

Which managers / teams need insights and when?

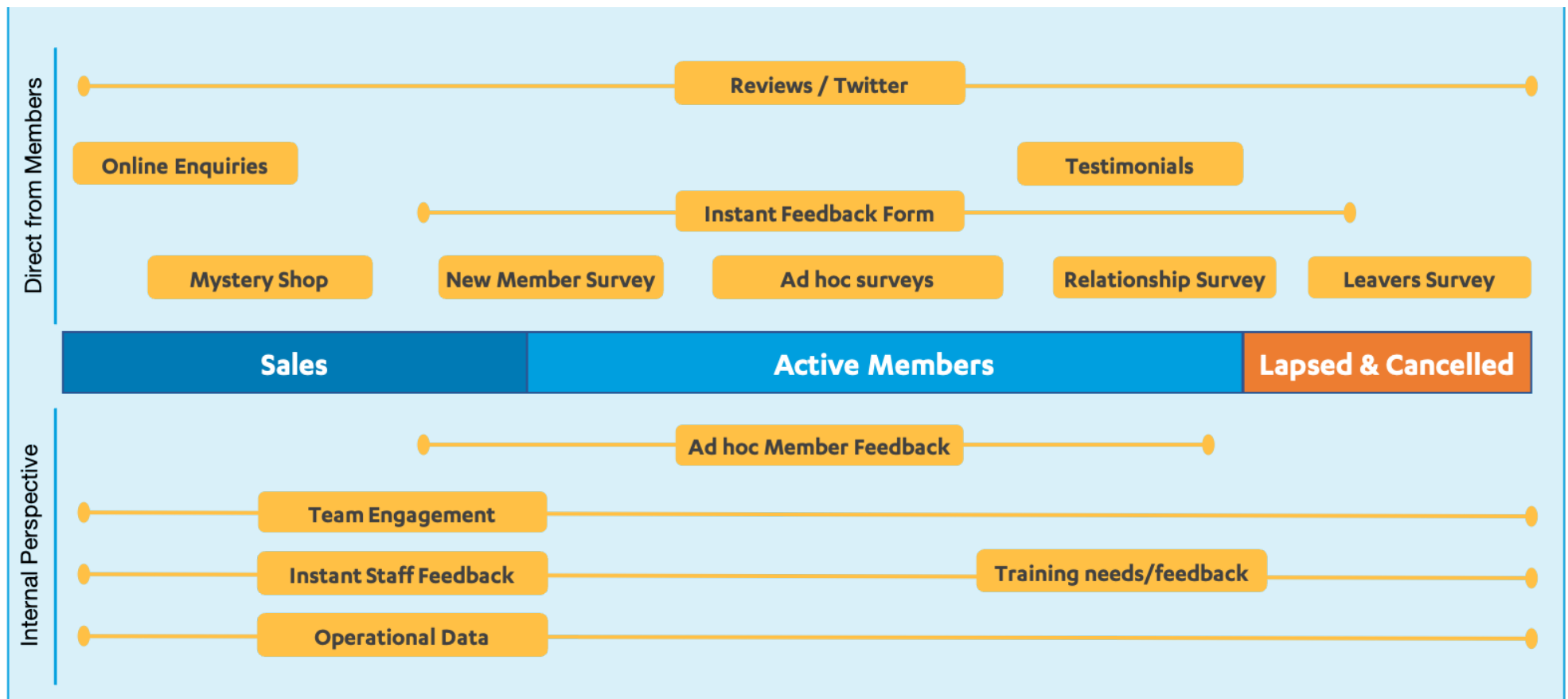
For example

- Board and Management Team meetings
- General Manager priorities
- Duty Managers meetings
- Operational team meetings

# How and where are you listening for feedback?

Once you know what insights are required – and when – by each decision-maker, you can then decide how to collect the raw feedback, where to store it and how to analyse it.

Member-related feedback is available to you across the whole customer journey. Unless you are using a platform like MyCustomerLens that can aggregate all your feedback sources, you may need to start with selecting a few key sources.



# How and where are you listening for feedback?

Feedback Source	Collect	How often	Data format	Where stored	Is the data integrated?	Speed of Reporting	Notes
EXAMPLE Mystery Shopping	Yes	Quarterly	Pdf report	Shared folder	No – stand-alone	Quarterly – 1 month lag	Need to integrate with survey & review data
Online Enquiries							
Mystery Shopping							
New Member Survey							
Reviews / Twitter							
Ad Hoc Surveys							
Relationship Surveys							
Leavers Survey							
Feedback Forms / App							
Testimonials							
Ad Hoc Verbal Feedback							
Team Engagement							
Instant Staff Feedback							
Training Needs							
Operational Data							

# MyCustomerLens – where feedback comes together



## General Managers

can instantly see:

- Future member needs & priorities
- Employee engagement
- Benchmarked performance

## Marketing Directors

can instantly see:

- Reasons for acquisition and churn
- Alignment of brand and reality
- Drivers of referrals