

# Customer Service

**It's That  
Simple**

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**What is...**

**Customer Service**

# The dictionary says...

## Customer Service

- assistance and other resources that a company provides to the people who buy or use its products or services

Webster's New Millennium™ Dictionary of English, Preview Edition (v 0.9.6)

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# Customer Service

What's good Customer Service?

What's bad Customer Service?

**Customer Service**

**vs.**

**Hospitality**

# The dictionary says...

## Hospitality

- the quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way.

Random House Unabridged Dictionary, © Random House, Inc. 2006

# Customer Service

JD Power & Associates

## Customer Satisfaction Survey

- When it comes to satisfying customers in tougher markets, the “**experience**” trumped location, design, quality, amenities & price
- The “**experience**” is largely about relationships and building an emotional connection

# The dictionary says...

## Experience

- the process or fact of personally observing, encountering, or undergoing something.

*Based on the Random House Unabridged Dictionary, © Random House, Inc. 2006.*

# Member Experience

What type of experience are your members looking for?

- Build Relationships/Connections
- Recognition/Appreciation
- Service
- Consistency

# Customer Service & Hospitality

- Always go Above & Beyond
- Always offer Options and Convenience
- Be Proactive not Reactive
  - Know what they want before they do
- Remember that you will never make everyone happy so go for the majority
- Under Promise & Over Deliver
- Be consistent

# Customer Service...

Starts with the Team

All about the product

It's in the Details

# The Team

Satisfied Staff = Satisfied Members

# The Team

- People should produce high-quality products
- People should provide excellent service
- Employees who are confident and satisfied with their job produce more, work more efficiently and provide a higher level of customer satisfaction
- In order to create happier employees the company should provide additional training and a non-competitive work environment



# The Team

Hire the personality

Train the skill

# The Team

## Ongoing Training, Development & Education

A foundation for long term, loyal, competent, & proficient employees

- Team Building Activities
- Professional Skills
- Personal Skills
- Utilize Internal & External Education
  - Identify & capitalize on the strengths of your existing team members

# The Team

Balance “production time”  
and “investment time”

Investing time in developing your staff leads to  
increased performance, productivity, satisfaction,  
& loyalty

# The Team

Staff/Member Relationships

How Staff Attrition Affects Member Attrition

# The Team

## Staff/Member Relationships

How are you effected when a team member leaves?

If they leave on good terms for bigger & better?

If they are let go?

Who looks like the bad guy – you vs them??

Who suffers?

How do you recover?

# The Team

## Costs Associated with Staff Turnover

- Training Costs
- Certifications (if they are paid for by the club)
- Loss of revenue due to lack of performance
- Loss of revenue while searching for a replacement
- Projecting a less than favorable image to members

# The Team

Empower staff to make decisions  
and solve problems

# Foundational Standards

- The Foundational Standards are **universal standards** that apply throughout the company, regardless of position or division.
- They **establish measurable behaviors** for the way we interact with both our internal and external customers.
- They **represent our service philosophies** and are the foundation of every experience we deliver.
- **Every employee** is expected to meet and deliver the Foundational Standards on an ongoing basis.

**Must support your Brand  
&  
Mission Statement**

# Foundational Standards

- Facility Appearance
- Personal Appearance & Grooming
  - First Impressions
- Acknowledgement & Greeting
- Attentiveness
- Expertise & Knowledge
- Communication Style
  - Body Language/Telephone/Voicemail/Email/Written
- Teamwork
- Service Recovery
- Safety & Security

# The Team

Promote the feeling of  
“ownership” and “pride”

Get the TEAM involved in the process

# The Team

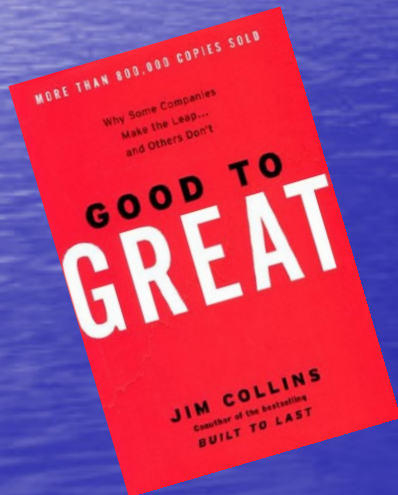
Reward staff

Just like you do with members

# The Team

Is everyone “on the bus” in the right seats?

Is everyone in a position that showcases their strengths?

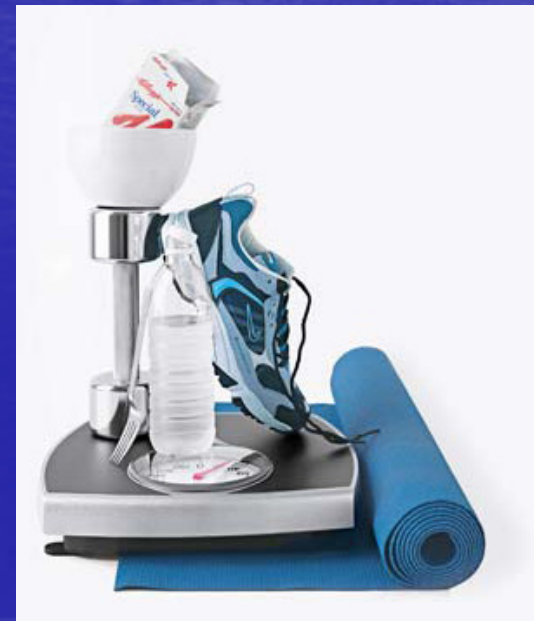


*Good to Great*

Jim Collins

# The Product

- Consistency, Consistency, Consistency
- Continually improve/add services
- Provide quality products ALL the time
- Product should not be compromised
  - Think Mission & Vision Statement



# Customer Service

It's in the  
DETAILS

# Details

- Members Names
- Knowing Member Preferences
- Water/Towels/Fruit
- Birthday/Anniversary/Family Event

# Details

- Cleanliness
- Smiles
- Thought

**Details**

**Added Value**

# What is the Member Experience in your Club?

Think about it....

Where does it begin?

Points of interaction?

Trace it.

# Customer Service

Increased Opportunities for Customer Service (OCS) increase the likelihood of a positive customer experience

Where can you increase OCS?

*Direct contact with a “live” person?*

# Customer Service

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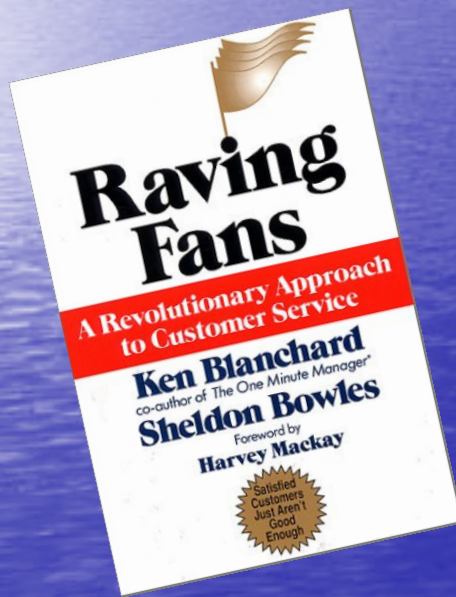
# Member Experience

- Customer Service
- The Team – Knowledgeable & Trained
- Professional Relationships
- Consistency

# Customer Service

A satisfied customer tells no one.

A dissatisfied customer tells 10 friends.



**A RAVING FAN tells everyone!**

Remember: A satisfied customer is not necessarily a committed or long-term customer.

# Thank you

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