

## Leisure Services Customer Feedback and Engagement System Overview

Leisure Services take a proactive approach to engaging with customers and encourage them to provide feedback on their visitor experience to enable the service to make informed decisions on how to improve the service.

Leisure Services uses an internationally recognised system for proactively measuring satisfaction amongst service users.

Net Promoter Score®, or NPS®, measures customer experience across a number of business sectors internationally. Customers are asked ‘On a scale of 0 - 10 how likely are you to recommend Moor Park Health and Leisure Centre to friends and family?’

Respondents are grouped as follows:

**Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

**Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

**Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

### **Sport Blackpool TRP Results April 2016 – March 2017**

12,371 surveys were sent over the 12 month period, with 2,327 responses received – a 19% response rate.

Sport Blackpool scored an overall satisfaction score of +51. This is 8 points higher than the national average across the leisure industry (inclusive of local authority, trust and private operators) and 15 points higher than the North West industry average.

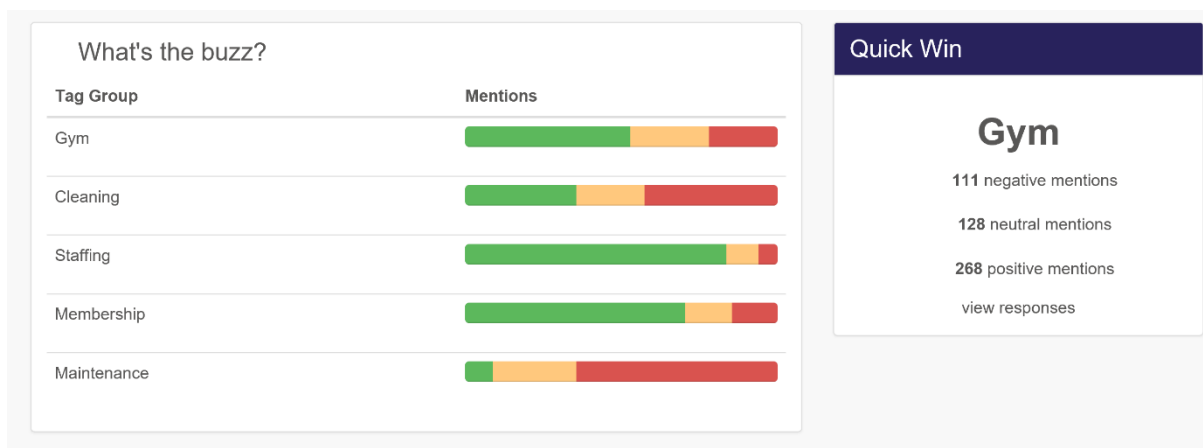
The table below shows the NPS score and responses by category for each leisure facility.

Rank	Location	Score	Detractors	Passives	Promoters
1st	Moor Park Health & Leisure Centre	56	100(9.92%)	242(24.01%)	666(66.07%)
2nd	Blackpool Sports Centre	48	76(13.38%)	144(25.35%)	348(61.27%)
3rd	Palatine Leisure Centre	47	95(12.65%)	206(27.43%)	450(59.92%)
<b>Total</b>		<b>51</b>	<b>271(11.98%)</b>	<b>592(25.59%)</b>	<b>1,464(62.42%)</b>

The management team aim to contact every customer who rates the service below 7 to gain further feedback and understand how the service can be improved. Over the 12 month period, an average of 80% of those customers were contacted, with a breakdown by site shown in the table below. There is a clear correlation between following up with customers who are considered 'detractors' and the number of those customers who then 'drop out' of using the service, with Palatine following up on 90% of customers and seeing a 9% dropout rate, compared to Moor Park who only followed up on 72% and saw a 24% dropout rate.

Rank	Location	follow up		Drop outs	
1st	Palatine Leisure Centre	90%	87/97	9%	9/97
2nd	Blackpool Sports Centre	77%	64/83	23%	19/83
3rd	Moor Park Health & Leisure Centre	72%	72/100	24%	24/100

As well as scoring the service from 0 – 10, customers have the opportunity to provide a comment on their experience. The top five areas that customers have commented on are shown below, along with whether their overall score made them a 'promoter', 'passive' or 'detractor'.



The biggest areas that customers comment on are the gym, with some very positive testimonials received from customers who have benefited from using the facilities.

The most positive area that customers have provided feedback on over the past 12 months has been staffing, with 993 comments received about leisure staff of which 84% have provided an overall positive score (9 – 10).