

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 & 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 scored an overall satisfaction score of +51. This is 2 points higher than the national average across the leisure industry (inclusive of local authority, trust and private operators).

The tables below shows a breakdown by site of detractors, passives and promoters from the responses associated with the overall score.

	Score	Percentage Detractors	Percentage Passives	Percentage Promoters
Moor Park	54	11.7	22.3	66.0
Blackpool Sports Centre	54	12.6	20.9	66.5
Palatine	45	16.6	21.9	61.4
Total	51	13.5	22.0	64.6

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. 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.

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 throughout over the previous 12 months are shown below, along with whether their overall score made them a 'promoter', 'passive' or 'detractor'.

The most positive area that customers have provided feedback on over the period May - March was staffing, with 1493 comments received about leisure staff of which 84% have provided an overall positive score (9 – 10).