

# The principles of customer service

Level 2 Providing a positive  
customer experience in the  
fitness environment

## Learning outcomes

By the end of this session you will be able to:

- Describe the personal attributes required to display a high level of customer service in an exercise environment
- Identify the ways in which an exercise and fitness instructor could present themselves in a professional and approachable manner

## Learning outcomes

By the end of this session you will be able to:

- Describe how an exercise and fitness instructor could contribute to improving customer retention
- Explain how to influence a ‘customer journey’ in an exercise environment

## Skills and qualities for customer service

- Clean, neat and tidy appearance
- Wearing the appropriate clothing (uniform, name badge)
- Good personal hygiene rules
- Positive attitude
- Confidence
- Ability to approach customers and be approachable
- Polite/courteous
- Being genuinely interested in the customer
- Customer focus
- Natural empathy
- Desire to help
- Kind and considerate

## Skills and qualities for customer service

- Positive body language and mannerisms
- Effective communication skills (verbal, non-verbal, listening skills, questioning)
- Treating customers with respect, fairness and honesty
- Professional behaviour - not chewing gum or chatting to other staff
- Problem solving skills
- Caring about customers' problems
- Keeping calm even when a customer is angry
- Organisational skills
- Team working skills

## Retention of customers

Some important aspects of an instructor's role for retention include:

- How you communicate with customers
- Responding to customers within an appropriate timescale
- Showing the customer that they are important

## Retention of customers

Instructors can:

- Plan walk arounds and talk to every customer
- Find out something that you did not know about your customers
- Follow up customer progress after gym inductions (book a review/call/message) to find out how they are doing
- Send out personal invitations to events, gym challenges etc.
- Send out special offers and loyalty incentives

## Examples of retention strategies

- Frequent communications calendar - keeping in touch with customers using texts, emails, letters, events, phone calls, 'thank you' messages, special offers, follow-up
- Cards or notes with a personal touch
- Delivering higher than expected levels of service
- Being dedicated to customer satisfaction
- Providing immediate responses to any issues
- Going above and beyond expectations

## The 'customer journey'

The customer journey is the stages a customer travels through in their relationship with a specific brand or organisation

Also called the 'customer experience' or the 'customer engagement cycle'

e.g. a customer may look at the organisation's website and may telephone to find out more information or just pop in

By looking at what the customer experiences at each individual touch point within an organisation, it is possible to pinpoint where improvements to customer service can be made

## The 'customer journey'

It is important to understand the customer journey within an exercise environment, from initial enquiry, website interaction, telephone contact, social media and first impression of facility and staff

These 'touch points' form the foundation for the way in which customers perceive and make decisions about the facility

Better customer experiences lead to better results for both the customer and the organisation, leading to improved sales and greater customer loyalty