

# Quest Prime 4 – Customer Journey



## Guidance Notes

### Module Outcome

- There is a customer focused culture in the facility with commitment throughout the organisation to continually improve
- The facility understands its customer base and through consultation can measure the outcomes of the service
- The facility can demonstrate strong customer loyalty as well as the ability to attract new custom using recommendations by existing patrons.

| Mystery Visit   |  |   |   |  |   |
|---|--|---|---|--|---|
| Challenge:  | Unsatisfactory   | Satisfactory  | Good  | Very Good  | Excellent   |
| Are all the team spoken to friendly, helpful, and knowledgeable? This includes front of house and concierge services and feedback during the visit. | <p>There is very limited evidence of the centre meeting minimal standards of customer care.</p> <p>Team members lack knowledge about the facility and its activities.</p> <p>It is unlikely customers will want to visit the facility again.</p> | <p>There is evidence of a customer care system being in place, however significant areas of improvement have been noted.</p> <p>Some members portray a positive attitude.</p> <p>The knowledge of the team requires them to regularly ask other team members for information.</p> | <p>There is a clear commitment by the team to deliver customer service standards.</p> <p>The team are happy to be at work and interact with customers.</p> <p>Feedback is acknowledged.</p> | <p>There is a clear commitment by the team to deliver customer service standards.</p> <p>The team are happy to be at work and interact with customers. They are apologetic if there is an issue.</p> <p>Opportunities for improvement have been identified in the consistency of delivery.</p> <p>Feedback is acknowledged and action is taken, where appropriate.</p> | <p>Team members have an efficient, positive, proactive approach to customer care with a friendly atmosphere throughout.</p> <p>There is a consistently high level of customer care throughout the visit.</p> <p>Comprehensive information is provided at the initial point of contact with team members about how the centre is operating under Covid-19.</p> <p>Feedback is actioned and resolved, and the customer is informed.</p> |

# Quest Prime 4 – Customer Journey



## Guidance Notes

| Challenge:  | Unsatisfactory   | Satisfactory  | Good  | Very Good   | Excellent  |
|---|--|---|---|---|--|
| <p>Are enquiries and feedback made online positively dealt with?</p> <p>Are Covid-19 guidelines provided during the enquiry if appropriate?</p> | <p>There is limited opportunity to make an enquiry online or enquiries have not been responded to.</p> | <p>Enquiries have been responded to, however there was a significant delay in response time.</p> <p>There are limited methods online to contact the centre and/or it is difficult to find information about how to make a comment.</p> <p>The response to the enquiry is partially answered or the incorrect information was provided affecting the visit experience.</p> | <p>Enquiries have been responded to with a reasonable timeframe.</p> <p>There are different methods to contact the facility online which can be easily found.</p> <p>The enquiry was responded to providing the information required.</p> | <p>There was a considered response to all enquires within a good timeframe.</p> <p>There are a variety of methods to contact the centre online.</p>                               | <p>There was a comprehensive response to all enquires within a fast timeframe.</p> <p>Where appropriate the enquiry is followed up by the centre with other information provided.</p>  |
| Challenge:  | Unsatisfactory   | Satisfactory  | Good  | Very Good   | Excellent  |
| <p>Are enquiries made by telephone positively dealt with?</p> <p>Are Covid-19 guidelines provided during the call if appropriate?</p>           | <p>It is very difficult to contact the centre by telephone.</p> <p>Most calls were not answered.</p>   | <p>Calls were consistently not answered within a reasonable timeframe.</p> <p>Calls were answered using a basic level of customer care.</p> <p>Some information was provided about the initial enquiry.</p>   | <p>Some calls were answered within a reasonable timeframe.</p> <p>The information required was provided.</p> <p>The call was answered in a professional manner with the correct information given.</p>                                    | <p>Most calls were answered within a reasonable timeframe.</p> <p>Information required was provided in a concise articulate way.</p> <p>Staff were professional and friendly.</p> | <p>All calls were answered within a reasonable timeframe.</p> <p>Any automatic response system works to meet the customer's needs.</p> <p>The team provides proactive relevant information without hesitation.</p> <p>A comprehensive response was provided to all enquiries.</p> <p>Follow up contact is made if appropriate.</p> |

# Quest Prime 4 – Customer Journey



## Guidance Notes

| Challenge:  | Unsatisfactory   | Satisfactory   | Good  | Very Good  | Excellent   |
|---|--|--|---|--|---|
| Customer information is easily available and well-presented inside, and where applicable outside the facility (Non Covid-19)? | Limited information is provided around the facility causing issues finding areas or essential information.     | Adequate directional signage is in place around the premises.<br><br>Overall statutory information is provided throughout the facility.<br><br>Basic customer focused information is provided. | Well-presented correct directional signage is in place around the premises.<br><br>Most information is professionally displayed, providing relevant information about key activities taking place at the centre.<br><br>The facility has made it clear how customers can provide feedback | Well-presented correct directional signage is in place around the premises.<br><br>Information is professionally displayed, easy to find, and mostly up to date.<br><br>Customer feedback is fed back to stakeholders. | All information is professionally displayed and up to date.<br><br>There is a strong corporate brand imagine throughout the centre. Multi-media is effectively used.<br><br>A 'less is more' approach has been taken, whilst ensuring information can be easily obtained. |
| Challenge:  | Unsatisfactory   | Satisfactory   | Good  | Very Good  | Excellent   |
| Are team members well-presented and visible?  | Supervision levels at the facility are low.<br><br>It is difficult to distinguish who is a member of the team. | Some team members are appropriately dressed for their role.<br><br>Team presence during the visit in key areas is evident.   | Most team members are professionally presented.<br><br>Team members are well positioned throughout the facility to help support the delivery of customer care and Covid-19 standards in critical areas.   | All team members are professionally presented.<br><br>There is a high presence of team members both inside and outside the facility.   | All team members are professionally presented.<br><br>It is clear there are Covid-19/social distancing champions, in high footfall areas where required.<br><br>There is a high presence of team members and they actively try to engage with customers.                  |

# Quest Prime 4 – Customer Journey



## Guidance Notes

| Challenge:  | Unsatisfactory   | Satisfactory  | Good  | Very Good  | Excellent   |
|---|--|---|---|--|---|
| <p>Was the activity delivered with Covid-19 control measures in place, and a high level of customer care? This includes fitness classes, personal training/gym interactions and lifeguarding. Standards in place should include:</p> <ul style="list-style-type: none"> <li>• Pre-activity questionnaires/ notices are in place to remind customers of the Covid-19 standards.</li> <li>• Equipment being seen to be cleaned before and after use using antiviral spray.</li> <li>• Instructors are seen washing hands thoroughly before and after each class.</li> <li>• Adherence to two metre social distancing.</li> <li>• Music is turned down to prevent shouting. Personal head mics being used.</li> <li>• There is a minimum of a 10-minute window in between classes. No waiting around in groups.</li> <li>• Equipment is not shared during the classes. Efforts are made to reduce the amount of equipment used.</li> <li>• NGB guidance for the activity is being followed.</li> </ul> | <p>The activities delivered feel unsafe.</p> <p>The standard of teaching and supervision is not to the required standard to ensure a safe environment.</p> <p>There are clear breaches of government guidance preventing a Covid-19 secure activity.</p> | <p>Management systems are in place to help adherence to Covid-19 secure guidance, however there is minimal evidence that government guidance is being followed, with several opportunities for improvement.</p> | <p>There is a clear commitment by the team delivering activities to adhere to Covid-19 secure standards, however opportunities for improvement have been identified in the consistency of delivery.</p> | <p>There is a clear commitment by the team delivering activities to adhere to Covid-19 secure standards.</p> | <p>There is a consistently high standards of delivery before during and after the activity.</p> <p>The deliverer is proactive in explaining how the activity should be delivered by customers to adhere to Covid-19 guidance, whilst also making it fun and enjoyable.</p> <p>There is an ethos which gives customers the confidence to support others in delivering to the Covid-19 standards.</p> |

# Quest Prime 4 – Customer Journey



## Guidance Notes

| Plan  |   |  |  |   |  |
|---|---|--|--|---|--|
| Challenge:  | Unsatisfactory  | Satisfactory   | Good   | Very Good   | Excellent  |
| How do you plan to deliver an excellent customer service? | There is limited evidence as to how the facility plans for customer service excellence. | The facility can evidence a basic documented commitment towards delivering customer service. | The facility has adjusted its plans to take into account new expectations of customers, such as demonstrating a commitment feeling safe in a Covid-19 secure environment. It documents how it intends to monitor this. | The facility has set challenging and stretching targets for customer satisfaction.<br><br>Detailed research plans are in place. | Customer service plans are fully integrated into the values and ethos of the business. |

| Do  |   |  |   |   |   |
|---|---|--|---|---|---|
| Challenge:  | Unsatisfactory  | Satisfactory   | Good  | Very Good   | Excellent   |
| How are team members trained to deliver a high level of customer service?               | There is limited evidence of documented training in relation customer care.   | There is minimal evidence of the of generic customer care training.      | A comprehensive range of team members have received customer care training. | A comprehensive range of team members have received general and site-specific customer care training.<br><br>The team are regularly updated on customer related matters including feedback. | An ongoing training plan is in place. Training includes competency testing.   |
| Challenge:  | Unsatisfactory  | Satisfactory   | Good  | Very Good   | Excellent   |
| Are suitable and sufficient resources available to achieve customer service excellence? | There is limited evidence of resources being allocated to ensure customer service standards meet the minimal standards. | There are enough resources for the centre to respond to normal footfall. | Resources have been allocated to help deal with busier periods.             | Technology is being used to help ease the pressure on the front of house. This allows customers the ability to book and pay online.   | The organisation seeks out insight and best practice. Best available technologies are being used to manage the customer experience. |

# Quest Prime 4 – Customer Journey



## Guidance Notes

| Measurement, Monitoring and Review   |  |  |  |  |  |
|--|--|--|--|--|--|
| Challenge:   | Unsatisfactory   | Satisfactory   | Good   | Very Good  | Excellent  |
| How does the organisation measure, monitor and review the effectiveness of the customer experience to ensure continuous improvement? | The facility provides limited evidence as to how customer experience is monitored or measured. | <p>There is some evidence of how customer experience levels are monitored.</p> <p>Limited sources of information are used to gain customer feedback.</p> | <p>Proactive and reactive customer experience monitoring systems are in place.</p> <p>There is regular monitoring and review of customer feedback using different sources such as post use questionnaires and online feedback.</p> <p>There are proactive measures in place to ascertain customer satisfaction levels.</p> | <p>The centre has developed good practice SMART methods to measure and review customer care standards.</p> <p>The facility is using an effective blend of qualitative and quantitative information to measure and review performance.</p> <p>Measurement includes key areas including those on delivery, timeliness, information, access, and the quality of customer service.</p> <p>Benchmarking takes place to ensure good practice is used to improve customer experience.</p> | <p>A comprehensive monitor, measure and review process is in place and relevant possible milestone/KPIs are being used.</p> <p>Best practice is used to measure and review customer experience.</p> <p>Milestones/KPIs are used to track progress towards a longer-term outcome.</p> <p>There is evidence customer comments are followed up to check the issues have been addressed.</p> |

# Quest Prime 4 – Customer Journey

## Guidance Notes



| Impact and Outcomes   |   |   |  |   |  |
|---|---|---|--|---|--|
| Challenge:  | Unsatisfactory  | Satisfactory  | Good   | Very Good   | Excellent  |
| Can the centre demonstrate that high customer care standards are in place and the positive impact this is having on business aims and objectives? | The facility provides limited evidence as to how customer experience is improving or the positive impact the customer care is having. | The facility is able to provide ad hoc evidence of positive customer care feedback. | <p>The facility is able to evidence improvements that have been made to the customer experience.</p> <p>The site can articulate the origins of the improvements.</p> | <p>Improvements made to the customer experience can be linked to the analysis of customer experience and a wide range of stakeholder feedback.</p> <p>The site can articulate how standards have improved overtime using reliable and accurate methods.</p> <p>The presence of under promise over deliver is evident.</p> | <p>The facility has a relentless continuous improvement process in place.</p> <p>The positive impact and outcome of high levels of customer care can be evidenced consistently over time using qualitative and quantitative data.</p> <p>Impact is demonstrated using best practice methods and benchmarking. High customer satisfaction levels can be linked to increased business success such as referrals increases and repeat visits.</p> |