

Methodology

First we went through surveys we had already conducted and following the Net Promoter question, 'How likely are you to recommend this gym' we looked at ten of the most common positive reasons customers gave. We came up with the following list;

- | | |
|---------------------------------|-----------------------------|
| Atmosphere and Environment | Cleanliness and Maintenance |
| Good Location | Good Quality Equipment |
| Staff Friendly and Helpful | Spacious |
| Enough Equipment of your choice | Opening Hours |
| Price | Nice Change Rooms |

We put these on our questionnaire and then asked customers;

"Here are 10 things customers generally look for in a gym, now this question has nothing to do with this gym, we just want to understand what your personal preferences are. So if you are shopping for a hypothetical gym can you look at this list of 10 things and select, in order of importance, the 5 most important to you?"

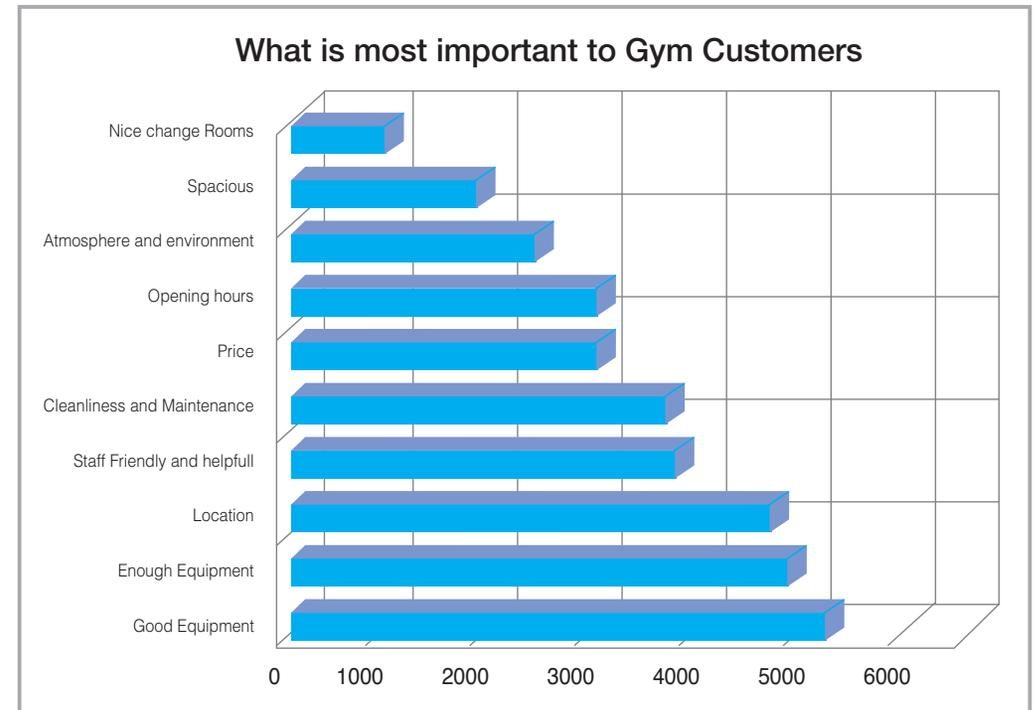
Each customer then indicated what was most important to them, in order, and we scored the first choice as receiving 5 points, second choice 4 points, third choice 3 points, fourth choice 2 points and fifth choice 1 point.

Results

Here we have consolidated the results from well over 2,500 surveys from public sector operators including Glasgow life, Edinburgh Leisure, Refrewshire Leisure, Angus Council, South Lanarkshire and the Galleon Centre.

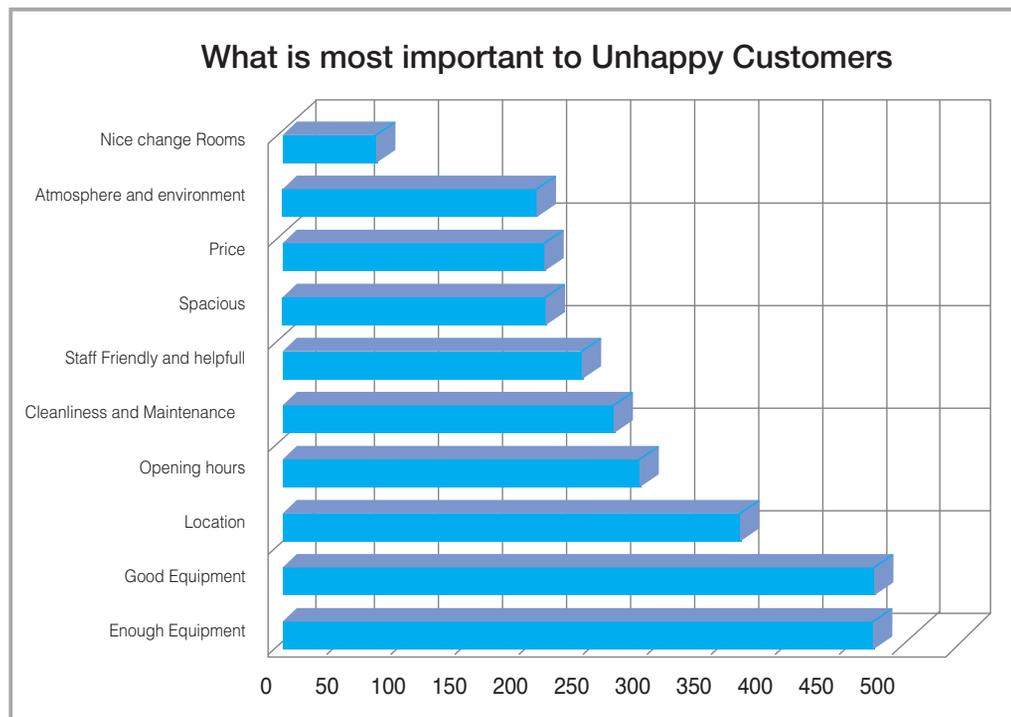
'In the vast majority of gyms the top three were always the top three, **Good quality equipment**, **Enough equipment of your choice** and **Good location**.

What is most important to Gym Customers?



We normally play a game of asking operators to guess what the top three are before we reveal the results, interesting to note '**Enough equipment of their choice**' is virtually never seen by operators as one of the most important aspects of a gym to customers.

Our system enables us to filter the results in any number of ways so what we did was filter to '**Detractors**' customers that gave 6 or less in the Net Promoter Survey, essentially unhappy customers. This is the consolidated results for what is most important to unhappy customers.



Interestingly 'Enough equipment of their choice' has risen to be the single most important aspect of what unhappy customers look for in a gym. Perhaps this could infer that not having enough equipment of their choice is what is making these customers unhappy, and that is why it is the most important? After all, what use is good equipment to a customer if there is not enough of it and they can't use it?

Exceptions

Universities - We have excluded from this sample University gyms we have studied. Perhaps not surprisingly in University gyms 'Price' became more of an issue rising to the second most important behind 'Good Quality Equipment' and knocking 'Enough Equipment of your choice' down to third.

London Gyms - We have also been working with some private sector clients in London. There, without exception, and by some margin 'Location' was the most important thing that customers looked for in a gym, followed by 'Enough Equipment of their choice'.

More Equipment or just a different mix?

When looking at dealing with 'enough equipment of your choice', and how to cater for this important value driver for customers, how often is the problem that 'overall' there is not enough equipment? Summarising all of the studies we have done to date;

Not enough capacity - 14% of the studies indicated that overall the gym needed to be enlarged and have more equipment added.

Too much capacity - 22% of the gyms have no shortages of any equipment type at all, mainly as a function of having massive over capacity, too much equipment overall.

Enough Capacity but shortages of equipment types - 64% of gyms studied have shortages of certain types of equipment causing customer frustration, even though the gym overall has enough capacity and in some cases even over capacity. This is due to the inefficient mix of equipment, brought about by buying equipment with no information on customer demand.

More Equipment or just different choices?

'Enough equipment of your choice' has two elements to it, firstly 'enough equipment' deals with the supply side of the equipment, and secondly 'of your choice' deals with the demand side. Our primary customer satisfaction metric that we measure 'equipment availability' is a function of both variables, the supply of the equipment and the demand of the customers. Where they intersect determines 'equipment availability'

What is emerging, as we do more studies, is the power of the GYMetrix system to guide operators influence over customer's choices of equipment, through induction programs, Personal Trainers and customer interaction.

Therefore shortages that cause dissatisfaction can be dealt with either by buying more of that type of equipment or educating customers in a way that changes their choices.

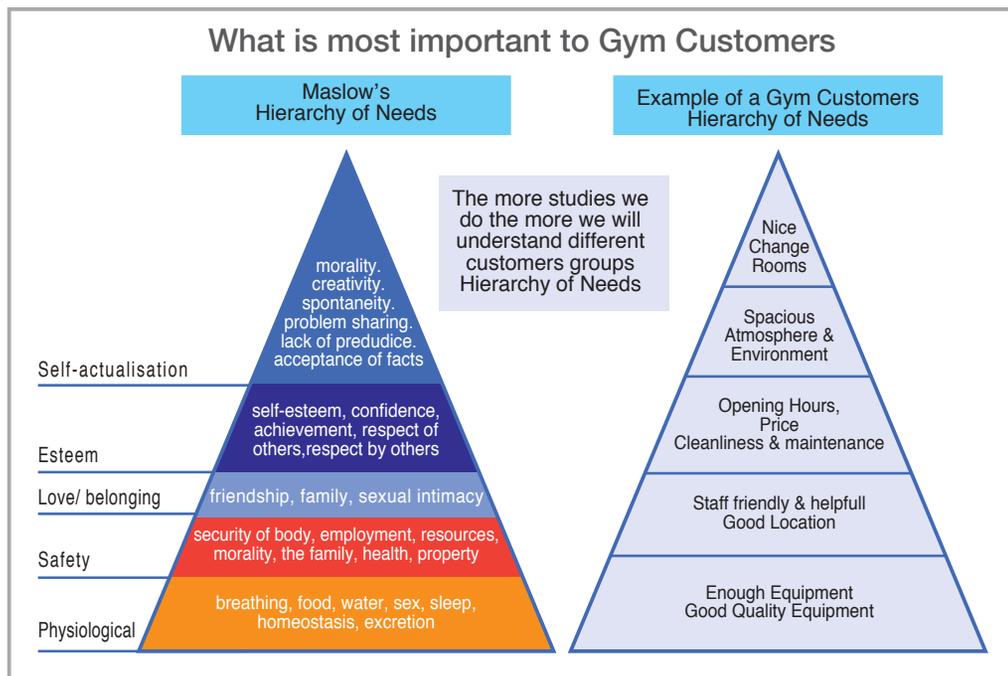
It is the role of gyms senior management, through equipment purchases, to match the supply of equipment with customer demand.

Once the equipment is in place, It is the role of gym floor staff, through customer interaction and education, to match customer choices with equipment.

In this way equipment utilisation is maximised, customer interaction and education is improved and value of gym floor staff is enhanced. **Win - Win - Win.**

Gym Customers hierarchy of needs

This has led us to produce a 'GYM Customers Hierarchy of Needs', somewhat similar to Maslows Hierarchy of needs.



Using different filters enables us to see what is most important to different groups. An example would be that if we filter to older females, 'staff being friendly and helpful' becomes far more important whereas it is the opposite if we filter to young males.

Conclusions

We are not saying that the top levels needs are not important, no more than esteem and self actualisation are not important in Maslows hierarchy. All we are saying is that unless the most important needs are met, customers won't be around to appreciate the higher level needs.

If you want to delight your customers, if you want to reach the pinnacle, all needs have to be met. In this respect, all of the criteria are equally important to a quality operator.

All we are saying is that unless the most important needs are met, unless you have 'enough equipment of their choice' customers will not be happy, no matter how well you fulfill higher level needs. GYMetrix ensures you 'have enough equipment of their choice'.

What our customers have to say

"If you have any accountability for the commercial performance of fitness gyms I can tell you now that GYMetrix will maximise the commercial return on your investment in equipment, increase your member retention rates, and improve your staff motivation"

Anybody can run a Fitness Gym, that's easy! But running a commercially successful Gym with the right equipment, in the right place, for the right reasons, at the right time for the right members, that's hard. I would recommend that every Fitness Gym operator take a long hard look at the benefits of GYmetrix, ...because your members are worth it!

Bill Hayburn
Operations Manager
Glasgow Life

"This is one of the most beneficial pieces of research we have ever completed within the gym environment. It is essential that GYmetrix is utilised to gain an exact understanding on what equipment your customers use and it is crucial to complete prior to commencing a refurbishment programme. The customer survey was also hugely valuable to find out exactly why customers were not accessing certain pieces of equipment i.e. powerplate."

Karen Armstrong
Service Development Manager
Edinburgh Leisure

Finally, thanks to Rory and his GYMetrix system, there is a tool in the marketplace that enables fitness providers to systematically and objectively quantify their fitness equipment provision.

With the help of GYMetrix for the first time ever I know for certain that the equipment locations, types and quantities in our fitness suites are 100% right: 100% right for us, 100% right for our members."

Mark Tokeley
Operations Manager
Renfrewshire Leisure

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