Club Service Analysis

Clubs who wish to improve tend to analyse the services that they provide. This includes being welcoming and open to feedback from players, coaches and parent/guardians. Members of the club can be compared to customers. There are six reasons why members’ feedback is important to clubs:

**1) Contribute to improving product or service**

*This area should look to address both solving a member’s dissatisfaction with the service the club provides or aim to fulfil the needs of members.*

**2) Helps measure member satisfaction**

*Using rating-based questions with in member surveys will help clubs track or monitor the how happy members are however it is important to allow comments to made as this provides context to the numerical data collected*

**3) Provides insight into ways to create unique member experience**

*This section focuses on creating a unique or personalised experience for members. Challenges for a club include attempting to cater for every single member however actively taking steps towards achieving this will show how member-centred the club is.*

**4) Support member retention**

*Customer feedback provides a direct and professional form of communication between members and club representatives. The key here is to listen to the customers and show that you care about their concerns. In the long run you are more likely to retain members for the future.*

**5) Accurate data collected can help improve club’s future decision-making**

*Members are the most important factor of a club. Survey results provide tangible and arguably reliable data. If large base of members suggest a change to club’s services, it’s worth considering their overall opinion.*

**6) Can be used to identify loyal members and potential marketing ambassadors of your club**

*Building strong relationships with certain members provides an opportunity to identify the members who can act as ambassadors who positively promote the club. This may achieved through testimonials.*