

Insight Tools

Facility Satisfaction Survey

How understanding your customers can improve your business.

Swim England's facility satisfaction survey can identify your customers, rate their experience and make recommendations on how to improve your offer. This is a simple online survey that can be completed by your facility users.

Why?

Because increasing customer satisfaction helps to boost customer retention and loyalty.

How does the facility satisfaction survey work?

There are three steps.

1. Understanding your customers and their satisfaction across frontiers two and three.
2. Compare and benchmark findings with national scores.
3. Provide clear recommendations for improvements you can make to increase customer satisfaction.

What is the facility satisfaction survey?

Swim England launched a National Swimming Tracker in October 2015. The tracker allows us to generate national satisfaction scores based on all facets of the three frontiers.

National Swimming Tracker

- 1000 surveyed each month
- 11+ years old
- Covers England
- Representative of age, gender, region and socio economic group

Swim England's National Swimming Tracker has been developed into a **facility satisfaction survey**, which can be distributed via email to the members and customers of your facility.

The facility satisfaction survey focuses on the following areas:

Demographics

- Gains an understanding of each respondent, and enable responses to be filtered by demographic.
- Examines respondents exercise and swimming habits, and allow them to be segmented into one of Swim England's consumer segments.

Frontier 2 - Satisfaction with the swimming environment

- Focuses on general satisfaction with the various elements that impact the swimming environment (i.e. cleanliness, staffing, atmosphere, facility features).

Frontier 3 - Improving the swimming offer

- Understands sessions attended and satisfaction with these across a number of measures.
- Measures value for money and likelihood to recommend.

By focusing on frontiers two and three, you will be able to understand customer perceptions of your offer and how this compares to the national average in England.

These statistics can become baseline key performance indicator figures (KPIs) to measure customer satisfaction scores over time.

You will receive a report with the findings, which will provide clear recommendations of areas to focus on to increase customer satisfaction.

Who

The online survey can be distributed to all members and customers at a facility, based on email distribution lists held by the facility.

When

This survey can be conducted at any time, to understand customer's satisfaction.

Swim England believe satisfaction research could be especially pertinent should you be looking to complete any of the following:

- A review of your pool offer/ pool programme
- Piloting a swimming project
- Development of a swim strategy
- Generation of swimming KPIs for your business
- The survey can be repeated at timely intervals to track progress, i.e. annually, pre/during/post pilots, or before and after a change in your facility.

If you want to use the survey to track satisfaction pre- and post any changes in your facility, Swim England would add additional questions into the pre-survey to specifically focus on the perceived impact on improvements and in subsequent surveys would measure awareness and impact the changes have had on usage and perception.

How

- The process of conducting the research is flexible around your wants and needs.
- Swim England will manage the survey development, analysis and reporting, based on your timescales.
- You will only need to be involved in the research by distributing of the survey link via email to your facility users.

For more information and a tailored quote, please get in touch at insight@swimming.org

“Swim England’s facility survey has helped us to understand our customer’s perceptions and satisfaction in more detail than ever before. Comparing our data to the English national average has helped us to see both where improvements were required, as well as which services we should shout about. The recommendations in the survey report were clear and attainable, and we have used the research to make improvements to two of our facilities, including making changes to our marketing, the facility environment, and sessions offered in the pools.”

*Jenny Hudspith
Leicester City Council*