



'CUSTOMER EXPERIENCE' WORKSHOP

COLLEGE OF WEST ANGLIA

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Introduction

Utilising the Sport England customer description criteria, the audience were split roughly along county boundaries, into five groups. Each group were given a typical market segmentation profile, in this case an 'Alison' or an 'Elaine' (see Appendix 1)

The fundamental question asked was:

What would their customer journey look like at your centre?

In order to focus thoughts for each group guiding questions were added:

1. What will they be feeling?
2. What are their needs?
3. What solutions can your centre offer to enrich the experience?

The following were the major points raised by the groups

Feelings:

Apprehension
Excitement
Nerves
Lack of Confidence
Isolation
Exhaustion
Self-esteem

Needs:

Value
Fitness
Relaxation
Diversions
Social
Friendship
Structure
Goals
Enjoyment
Achievement
Professionalism
Inspiration
Child Care

Solutions:

- Welcoming and Friendly by all staff who should be identified
- Re-assurance and understanding
- Confidence building
- Approachable
- Tour of the premises and introduction to staff
- Tidy and clean yard
- Tackroom – welcoming smell
- Meet the Horses
- Flexibility of Booking
- Refreshments

- Social Events/Centre Club
- Crèche
- Goal orientated programmes
- Adults only
- Age and maturity of teaching staff
- Children’s lessons
- Regular instructor
- Ease of payment – card facilities
- Provision of equipment and specialist clothing

Appendix 1

Summary of profiles of Elaine and Alison – to view full profiles see http://www.sportengland.org/research/market_segmentation.aspx

ELAINE

Empty nest career ladies

Age group 46-55

Married

Full time employment and owner occupier

Typically a mid-life professional who have more time for themselves since their children have left home

About Elaine

Elaine is 53 and married with two children who have now left home. Having picked up her career again after the children went to school, Elaine is now a full time senior teacher. In a

few years' time she'll consider dropping her hours ready for retirement, but for now she's enjoying the career opportunities and chance to stretch herself.

When Elaine gets home from work she enjoys a glass of wine while making a healthy dinner for herself and her husband. They chat over dinner and might even call their son who is away at university, though inevitably they'll be talking to his voicemail.

Elaine goes to a class at the gym one evening a week and enjoys watching dramas or reading a book other nights. Weekends see her going to the stables, gardening or going for a long walk with her husband.

Motivations for Elaine

The main motivations for Elaine are enjoyment and keeping fit where her scores are above the national average.

Weight loss is an important factor for Elaine which suggests she uses sport to keep looking good and feeling fit.

Socialising, improving performance and taking children are also a factor for this segment, whilst competition is much less relevant.

Barriers for Elaine

Over a third of this segment give their main barrier as 'health, injury or disability'. This is below the national average which suggests that whilst an issue for some, Elaine is less impacted by health issues than other adults. 24% of this segment has a long standing illness, disability or infirmity.

'Other' barriers (including no opportunity and economic factors) are also a factor for a quarter of this segment, with work commitments impacting on a fifth.

What does Elaine like to do?

Elaine enjoys a range of cultural activities, at levels close to the national average or above average in some cases.

Friends and family top her list, followed by television, reading, shopping, listening to music and eating in restaurants.

An above average proportion of this segment spend their leisure time with friends and family, reading, shopping, music, eating out, on days out, gardening, on the internet/emailing and going to the theatre or concerts.

This suggests that Elaine has more free time and some disposable income to enjoy culture and socialising.

Although sport is not a top priority, the proportion that has undertaken sport or exercise in the past year is close to the national average.

ALISON

Mums with a comfortable, but busy, lifestyle

Age group 36-45

Married

Housewife stays at home

Children of school age

About Alison

Alison is 38 and married with two children, aged 6, and 3. As a stay-at-home mum her career is temporarily on hold, whilst her husband works as an accountant. Alison's life is busy. She does the school or playschool run, takes the children to music and horse-riding lessons and keeps the house in order. After putting the children to bed, Alison often spends an evening at PTA meetings. This year she is involved in organising the school fete.

Alison manages to attend a few exercise classes each week whilst her youngest is at playschool, and the family go swimming at the weekend. Concerned about a healthy diet for her family, Alison gets organic vegetables delivered each week. She may enjoy a well-deserved glass of wine while she's cooking dinner.

Motivations for Alison

The main motivations for Alison playing sport are keeping fit (46%), enjoyment (42%), taking the children (29%) and losing weight (14%).

Taking the children is a more significant motivation for Alison playing sport than it is for the overall adult population, (29% compared to 8% of all adults).

'Training/taking part in competition' and 'improving performance' are much less significant motivating factors for Alison.

Barriers for Alison

26% of this segment give their main barrier to playing sport as family, compared to 7% of all adults.

Work commitments are a barrier for 24% of this segment.

'Health, injury and disability' are considered a barrier to playing sport by 11% of this segment. Similarly, 11% of this segment describe themselves as having a long-standing illness, disability or infirmity. 'Help with an injury/disability' is a motivating factor for 1% of this segment to play sport.

How to reach Alison

Most responsive to: Magazine advertising

Preferred information channel: Telephone

Preferred service channel: Mobile

Decision style: 'Intuitive' – Alison prefers simple but straightforward messages, and doesn't like to be overwhelmed by facts and figures.