

Customer Research Technology

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making customer surveys easy

Presented to: Leicester City Council

Pilot Date: 13th June 2012 – 21st June 2012

Leicester City Council

IBM Premier Business Partner | ICS Institute of Customer Service | MRS

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Point of Experience

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The Point of Experience

"Feedback captured at the point of experience is 40% more accurate than that gathered 24 hours later"
Gartner Research.

Technology

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- The methodologies tested:
 - Kiosk – placed in 7 sports centre.
- Data uploaded at end of Pilot.
- Not aware of any technical issues.
- All technology worked throughout pilot.

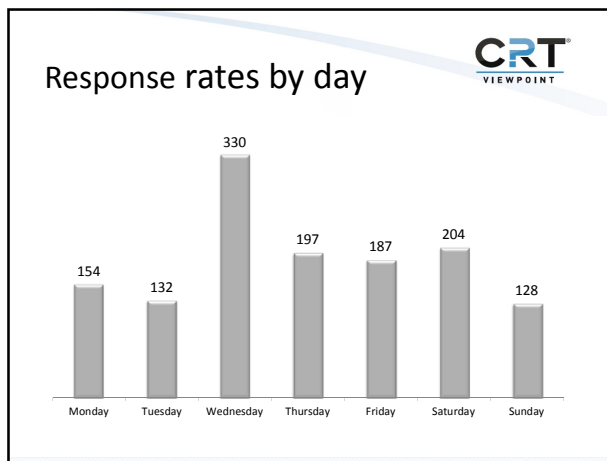
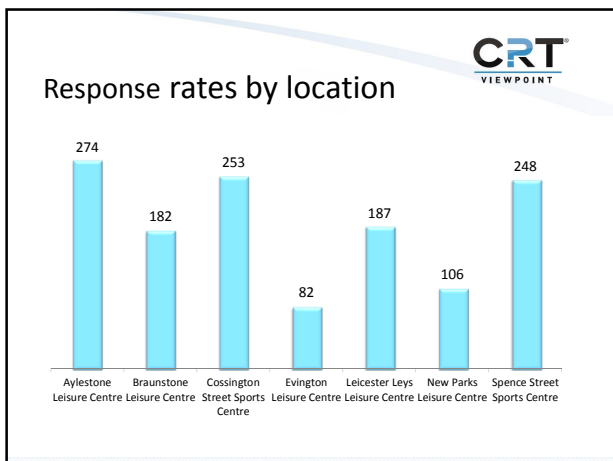
Response Rates

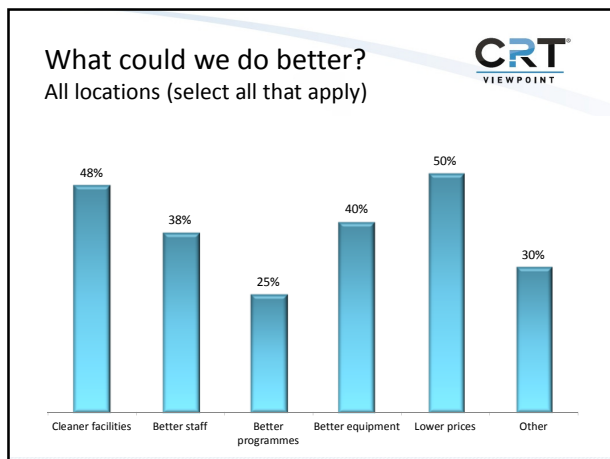
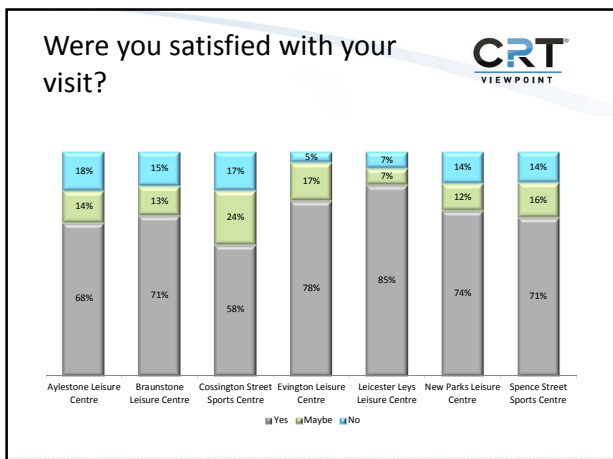
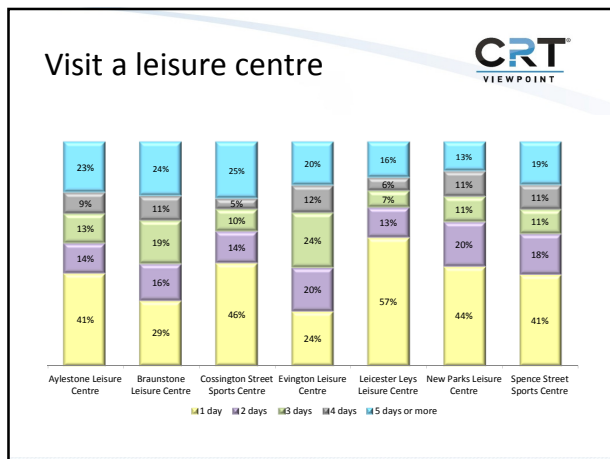
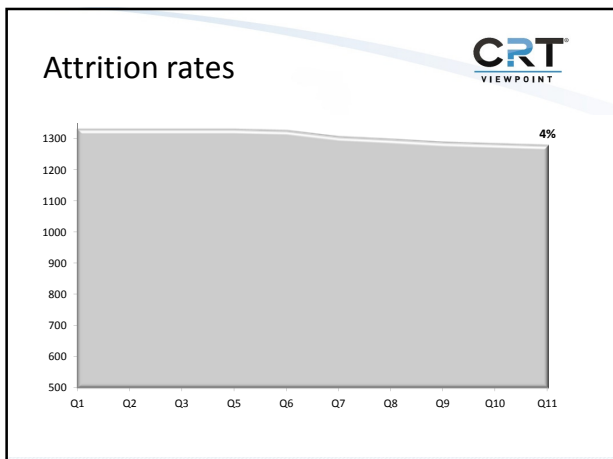
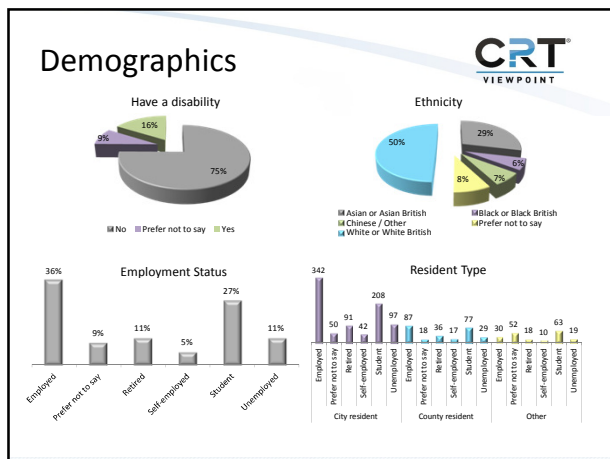
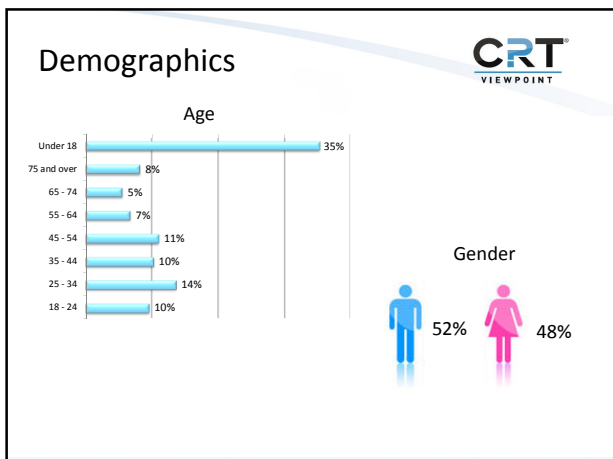
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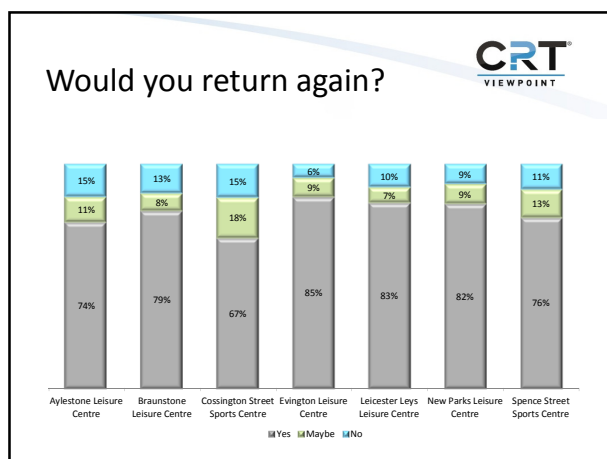
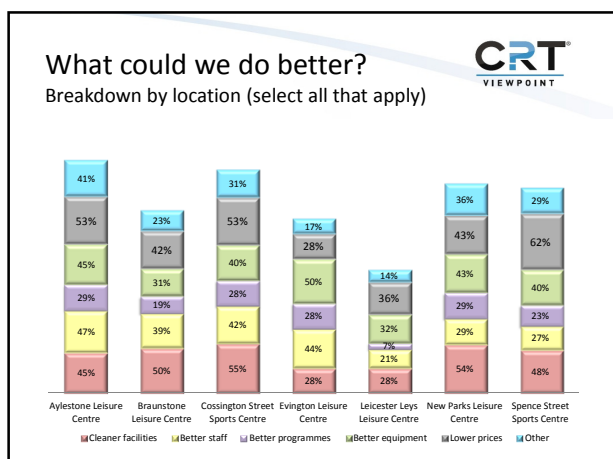
Responses	2,070	Quarantined	738	Valid Responses	1,332
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- Quarantine includes incomplete surveys and manipulations using Valid8™ Software

Quarantine figure: 36% of total







Rated the experience - Top 2 (Excellent and Good)

Location	Top 2 %
Aylestone Leisure Centre	62%
Braunstone Leisure Centre	72%
Cossington Street Sports Centre	61%
Evington Pool	74%
Leicester Leys Leisure Centre	76%
New Parks Leisure Centre	67%
Spence Street Sports Centre	68%
Overall	67%

Legend: Excellent: 80%+, Good: 65%-79%, Fair: 50%-64%, Poor: 40%-49%, Very poor: Under 40%

- ### Rate the experience overall (Those who said Very poor)
- 13% of people thought the experience was 'Very poor'
 - 42% of those who rated the experience as 'Very poor' visited the gym 5 days or more.
 - 1 in 2 respondents thought prices should be lower.
 - Only 21% of respondents would return after a bad experience.

- ### Summary and going forward
- Excellent and Good experience rating is standard throughout all locations.
 - Majority of respondents were employed or students.
 - Suggest well placed open ended question to capture further improvements.