

# Enabling the leisure sector to adapt to cultural change



Sports & Leisure Management (SLM) is a major UK leisure management company committed to becoming the leading organisation of its kind in its sector.

It believes that by listening and acting on its customers' needs and views it will achieve this strategic goal.

With a strong presence in the public sector, SLM has established a strong reputation for delivering innovative products and an excellent range of leisure services. Today, it manages over 75 leisure centres across the UK.

SLM wanted to change the way it collated customer feedback in order to help its senior managers make decisions.

This was an important consideration for the company as a lot of its business comes from organisations such as Local Authorities. And these contracts have stringent Service Level Agreements that SLM must adhere to.

Its existing paper-based systems were time consuming, slow and ineffective. Email surveys were more successful, but still didn't target enough customers or

collect feedback at the time of their customers visit, to enable real time feedback fresh from the 'point of experience'.

SLM's commitment to have all sites 'Quest' registered – and its commitment to the 'Investors in People' standard – means that accurate point of experience research is continuously required from customers, visitors and colleagues alike.

SLM chose CRT ViewPoint and today our kiosks can be found at all SLM's sites, capturing 'point of experience' feedback.

Interactive and engaging surveys capture data throughout the day, and surveys are updated regularly and focused on specific site facilities.

Dashboard reporting on key customer satisfaction metrics provides powerful real time information that enables vital customer service improvements to be made in a timely and efficient manner.

As a result, SLM is able to accurately prove or disprove 'gut-reaction' to their services by analysing this data. This has been a major help with innovation and change within the organisation.



## MAIN BENEFITS

- High volumes of survey data enables targeted service improvements
- Valid8 – CRT's security interface – guarantees SLM's quality of data
- Innovative and Easy to use: SLM customers and visitors enjoy leaving feedback!
- Fast-analysis: we provide auto reports that feed into SLM management action plans
- Real time Customer Comments are emailed to SLM managers for action
- Customer feedback is given via 'info screens' within the survey 'you said – we did'
- SLM is demonstrating to its customers that it cares about them!



Real-time feedback is playing a critical role



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