

# CUSTOMER SATISFACTION SURVEY RESULTS

Survey completed March 2024

Thank you to our members and guests who completed our Customer Satisfaction Survey. Your feedback is essential in helping us to continue to deliver exceptional programs and services. We partner with CERM-PI, University of South Australia to collect survey data, and they provide us with key themes and metrics. **Below is a summary of the survey findings.**

495

people completed the survey



87%

of respondents are satisfied



87%

likely to recommend the centre to others



## TOP 3 MAIN ACTIVITIES



GROUP FITNESS  
28% RESPONDENTS



HEALTH CLUB  
20% RESPONDENTS



LAP SWIMMING  
19% RESPONDENTS

## THE GOOD NEWS!

Provide value for entry fee



Have experienced/knowledgeable staff



Have friendly staff



## AREAS FOR FUTURE FOCUS

### FACILITY PRESENTATION

The presentation and cleanliness of the centre continues to be a focus for our customers. In addition to our existing overnight and twice daily cleaning, we will be implementing QR codes in all change rooms to help customers communicate any issues directly to speed up response times, as well as more regular inspections by our contract manager.



### MAINTENANCE

This year marks the 30th anniversary of BALC. As our building enters its fourth decade of serving our growing community, we will continue to focus on programmed and reactive maintenance. That's why we're implementing regular meetings and inspection with the City of Ballarat's Facilities Coordinator to address items and identify focus areas.



### GROUP FITNESS

In our Group Fitness area, members are finding classes busy and regularly booked out. You've also told us you're frustrated with classes being cancelled, and not enough of our most popular classes on the timetable. Soon, we'll be trialling a non-attendance system to help ensure as many members as possible can access our classes. We're also looking to grow our team and skillset to offer more classes, more often.



### DAILY AQUA SPOT CLEANS

We know that nobody wants to feel sand between their toes or see a band-aid when they get into the pool. Sand is a vital part of our filtration system, and during backwashing it can make its way into the pool. Our robot vacuum cleaners have some nooks and crannies that they can't get to, so that's why we're implementing daily manual spot vacuum cleans in our pools to get anything that may have been missed.

