



10/07/2008

## CUSTOMER SATISFACTION SCORECARD

BUSINESS NAME: **Tom's Fitness Centre**  
PERIOD COVERED BY SURVEY: 1/6/08 to 1/7/08  
CUSTOMERS SURVEYED: 50

CUSTOMER SATISFACTION SCORE: 90%  
CUSTOMER SATISFACTION RATING: ★★★★★ (Excellent)

CUSTOMER LOYALTY SCORE: 88%  
CUSTOMER LOYALTY RATING: ★★★★★ (Very Good)

### CUSTOMER COMMENTS:

Great facilities and great staff; Good value; Excellent staff who really care; They even remember my name each time; Lovely new facilities; Terrific routines and the staff are very encouraging; Wonderful facilities; Very nice gym; Great; Beyond my budget; Best I have been to; The instructors are really nice; Great workout areas; Nice modern facilities; Nice modern facilities; It was great having an instructor who helped me work out a routine; Sally was terrific with her encouragement; I'm not sure if I am the "gym" type; Great equipment; Being able to grab a coffee and snack is nice; Excellent staff ; Handy location from work; Good value; Nice and modern; Ladies only section is great; Individual training routines good; The spa facilities are good; Great having a physio next door; Lots of parking and easy to get to; Friendly staff, would like to see Jazz ballet available; Nice and clean; Staff really push you beyond your comfort zone - good!; Feel so much better now I have gone; I am fitter and have lost 5kg; Tom runs a great gym; Very understanding staff - I was not at all embarrassed; Excellent ladies sessions; Should have gone years ago!!; Nice staff and good café; I have now signed up for a year; Better than others I have tried; Very friendly staff; I'm hooked - lost 7kg and feel great; The best in the district; Would use again but would like a personal program; I think I expected more one-on-one coaching; Not quite what I expected - lots of people; As good as others I have been to but could do more tailored programs; Exercises too hard.