

6 Step Process to providing an excellent experience:

Imagine a (or physically take) a walk through the entire club as a Member or guest might experience it on a first visit.

1. At each point consider what the Member or Guest will see, hear, smell, or how he or she will feel as they come into contact with the Club or people at the Club.

2. Determine what concerns or questions they may have, and what their expectations in each area may be in order to be delighted to each aspect of the Club.

3. Document / script how you wish this experience to appear to the Member when they are actually receiving the ideal Club experience you would like them to have. What will staff say, what conveniences or information will be available. Identify what will the Member be going to see, hear, smell, and how they will feel in each area in order to provide them with a delightful experience.

4. Train the staff in each area to deliver this level of service and to regularly check the services being provided to ensure that the experience expected is being delivered consistently.

5. Measure the Members' / guests' opinions and their satisfaction with their experience at the Club. Regularly provide an opportunity for Members and Guests to provide feedback and to identify any area that is not meeting or exceeding their expectations.

6. Based on the results of this research, develop and implement S.M.A.R.T. action plans to achieve the Membership ratings desired.

