



2016 Customer Service Survey
Final Report – Executive Summary

January 23, 2017



1.0 SUMMARY OF FINDINGS

Banister Research & Consulting Inc. (Banister Research) conducted an online survey with 810 customers of Servus Credit Union Place regarding their perceptions and levels of satisfaction with the facility. This study provides not only a measurement of satisfaction, but also the perceived value of the facility to its users and members. The final results reflect a margin of error no greater than +3.3% at the 95% confidence level or 19 times out of 20. Key findings of the 2016 Servus Credit Union Place Customer Satisfaction Survey were as follows:

Overall Satisfaction

- The vast majority (94%) of respondents indicated they were very satisfied (25%), satisfied (56%), or somewhat satisfied (13%) overall with Servus Credit Union Place.
 - Results were statistically comparable to 2014 (96% were satisfied or very satisfied).

Admission Details

- At least one-third of respondents purchased day admission (34%, a significant increase from 18% in 2014) or accessed through an annual membership (33%, a significant decrease from 47%) on their most recent visit. Ten percent (10%, a significant decrease from 30%) purchased a monthly membership and 5% used a multi-use pass.
- The majority of those who recently gained access with paid admission (n=670) purchased for adults (18 years of age or older) on their most recent visit, or when they obtained their membership (60%), followed by 29% who paid for children (2 to 12 years of age). (New question in 2016).
- Respondents were told currently, family admission is defined as “2 adults and any children in the household under the age of 18” and were asked if this configuration adequately reflects their family or household. Over two-thirds of respondents (68%) indicated this reflects their family or household. (New question in 2016).

Membership Value and Benefits (New in 2016 – added full list of benefits)

- The majority of respondents (77%, comparable to 75% in 2014) who carry a membership (n=352) indicated that 1 or 2 people in the household had a membership. Fifteen percent (15%, comparable to 18% in 2014) of respondents indicated 3 or 4 people have memberships, while 8% stated at least 5 people had memberships.
 - Those who had a membership at Servus Credit Union Place (n=352) most often had an individual membership (56%, a significant decrease from 63% in 2014) followed by corporate (21%, a significant increase from 15%) then family (18%, comparable to 20% in 2014).
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- A high proportion (93%, comparable to 94% in 2014) of respondents indicated satisfaction (“good”, “very good” or “excellent”) with the value for their money with regards to annual memberships, as well as the multi-use pass (91%, comparable to 89% in 2014).

Annual Membership Value and Benefits (New in 2016 – added full list of benefits)

- Annual members (n=269) were asked to rank their perceived value and importance levels with a number of benefit features of their membership:
 - *Eligibility to participate in all drop-in programs & activities* was considered the primary **area of improvement** for Servus Place (new question in 2016).
 - *Access to affiliate venues, four (4) complimentary Play for a Day guest passes per year, per membership category, 15% discount on all registered programs at fitness services, and advance registration for programs* were considered **key strengths**.
 - Four (4) complimentary Play for a Day guest passes and the 15% discount on all registered programs was considered a primary area for improvement in 2014. Advance registration was considered a secondary area of improvement.
 - Access to affiliate venues was also considered a key strength in 2014.
 - The majority of those who did not have an annual membership (n=541) were aware of the following benefits of an annual membership (new question in 2016):
 - Eligibility to participate in all drop-in programs and activities (84%); and
 - Access to spontaneous play areas on a first-come, first-served basis (73%).
 - Conversely, fewer than half of respondents were aware of the following benefits:
 - Advanced program registration one week early (48%);
 - 15% discount on all registered programs (47%);
 - A complimentary facility orientation and tour (47%);
 - Four (4) complimentary play-for-a-day guest passes per year, per membership category (43%); and
 - 15% discount on child-minding punch passes (35%).
 - The majority (78%) of those who did not have an annual membership (n=541) rated the value they believed they would receive for their money for an annual membership, knowing that it includes the benefits stated above as good (31%), very good (31%), or excellent (15%). (New question in 2016).
 - Twenty-one percent (21%) of those who did not have an annual membership (n=541) were likely to purchase one (ratings of 4 to 6 out of 6), while 69% were not likely (ratings of 1 to 3 out of 6). (New question in 2016).
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- When asked what benefits they would like to see as part of their membership, 5% of all respondents suggested more or larger discounts.

Facility Usage

- Twenty-two percent (22%) of respondents make 11 to 20 visits to Servus Credit Union Place per month (a significant decrease from 41% in 2014) or 1 to 2 visits per month (22%, a significant increase from 10%).
- Twenty-eight percent (28%, a significant decrease from 44% in 2014) of respondents typically visited the facility alone while 11% stated that they typically visited with friends. Sixty percent (60%) typically visit with family, a significant increase from 38% in 2014.
 - Respondents most frequently indicated they used the *water play centre* (56%), followed by the *track and training centre* (43%).

Facility Amenities

- The *water play centre* and the *fitness and wellness centre* continued to be **primary areas of improvement** for Servus Place.
- The *track and training centre*, *ice arenas* (new in 2016), and *child-minding* were identified as **key strengths** of Servus Place.
- When asked which amenities they would like to see improved or changed, the *water play centre* was the most cited amenity (36%) followed by the *fitness and wellness centre* (28%) and the *children's playground* (23%). (New question in 2016).
 - Those who felt the water play centre needs improvement or changes (n=201) most often reported that it requires more swimming lanes/dedicated lane swimming pool (30%) and to expand the amenity space (26%).
 - Those who felt the fitness and wellness centre needs improvements or changes (n=137) most often reported that it requires more space for amenities (41%), more fitness or gym equipment (36%), and larger changing rooms (31%).
- When asked which amenity they believed was the *most* important, in terms of needing improvements or other changes, one-quarter of respondents (25%) said the *water play centre*. (New question in 2016).

Facility Features and Attributes

- Amenities that continued to be considered as the **primary areas of focus for future improvement** were as follows:
 - Fitness equipment reliability;
 - Security of lockers;
 - Fitness equipment availability; and
 - Availability of lockers.
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- The following five areas continued to be **key strengths**: satisfaction:
 - Personal safety;
 - Atmosphere;
 - Parking lot safety;
 - Overall maintenance of the facility; and
 - Air quality.

Drop-in Programs

- Thirty-eight percent (38%, a significant decrease from 47% in 2014) of respondents have used the drop-in programs in the last year, while 45% had not.
- The only aspect of drop-in programs that was identified as a **primary area for improvement** was *availability*, the same as was reported in 2014.
- *Quality of instruction* and *quality of programs* continued to be **key strengths**, or attributes respondents reported were above average in both importance and satisfaction.

Registered Programs

- When asked if they had accessed a registered program in the last year, 45% of respondents indicated they had not, while 38% had (a significant increase from 32% in 2014).
- Availability continued to be a **primary area of focus for improvement**.
- **Key strengths**, or attributes respondents reported were above average in both importance and satisfaction were *quality of instruction*, *quality of programs* and *value for price*.
 - Value for price was previously considered a primary area for improvement in 2014.

Customer Service

- Respondents were asked to rate their level of agreement with a number of customer service statements relating to staff at Servus Credit Union Place. At least 9 out of 10 respondents agreed with the following statements:
 - “Staff are polite” – 94% of respondents agreed;
 - “Staff are helpful” – 92% of respondents agreed; and
 - “Staff appear happy to work at our facility” – 90% of respondents agreed.
- Although ratings remain consistently high, customer service ratings have decreased slightly since 2014.

Facility Cleanliness

- The following facilities were viewed as **primarily needing improvements** in regards to cleanliness satisfaction:
 - Children’s playground cleanliness;
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- Children’s playground cleanliness was previously considered a key strength (2014), in addition to track and training centre cleanliness (now a secondary strength);
 - Water play centre cleanliness;
 - Fitness and wellness centre change room cleanliness; and
 - Water play centre change room cleanliness.
- When assessing the cleanliness of Servus Credit Union Place facilities, the following five (5) facilities were calculated as **key strengths**, facilities rated as being above average in both importance and satisfaction:
 - Child-minding centre cleanliness;
 - Fitness and wellness centre cleanliness;
 - Fitness equipment cleanliness; and
 - Overall cleanliness.
 - Overall cleanliness was previously considered a primary area for improvement (2014).

Communications

- Respondents were asked what communication tools they use to get information about Servus Credit Union Place. Those respondents most frequently noted:
 - Servus Credit Union Place website (83%, comparable to 82% in 2014); and
 - Servus Credit Union Place Program Guide (65%, comparable to 68% in 2014).
- There was a significant increase in the percentage of respondents who use the City website (38%, versus 22% in 2014).
- There was a significant decrease in the percentage of respondents who use Servus Place eNews (33% versus 65% in 2014) and in facility bulletin boards (24% versus 39% in 2014).
- Respondents were then asked to rate their level of satisfaction with the overall communication they had received from the Servus Credit Union Place over the past year. The vast majority (91%) were either very satisfied (31%), satisfied (53%), or somewhat satisfied (7%) – a significant decrease from 96% in 2014, though still relatively quite high.

