

Genesis Grows with Real-Time Customer Feedback



Genesis, a member of Belgravia Leisure, works with community groups and advocates of some of the most vulnerable members of their communities to help build confidence and independence so everyone has a chance to be actively involved in life.

Their venues include snow lodges, swimming pools, spas, and golf courses.

Blind to Member Experience

Genesis prides itself on the way they help community members, and customer feedback is vital to ensuring they are helping in the best possible ways. Unfortunately, the old system of collecting comment cards wasn't working. People rarely picked up a card or filled it out and turned it in. Instead they simply went away. Genesis felt blind to the customer experience at the club level.

"We didn't know what was going on in our clubs," said Jake Best, Projects Coordinator for Genesis. "We had very limited visibility into what our members experienced."

Without a clear view into their customer journey, Genesis could not prove they provided value to their customers. Without customer feedback, they had no idea where they could improve.

It was time for a change.



They Put Together a Plan

The goal was to make the customer feedback actionable within 24 hours. This meant Genesis had to somehow reach customers in all the different segments in real time.

Dividing the data by regional managers was determined to be the best way to make the program work. That empowered them to react to customer feedback within their clubs in a very short time frame. They segmented their contacts and dripped out surveys then used leaderboards across branches to help management to break down next best actions into workable bites. Regional managers used the dashboards to see company-wide feedback, and to compare their clubs and each other's regions.

They then determined when to send out surveys, deciding initially on sending to members who used facilities in the past 45 days. Next they included surveys of cancelled members to see where they could improve. They plan to expand the program and send surveys at other trigger points such as on-boarding and one month into membership.

The head office also keeps track of responses and sends out a monthly report to individual clubs. This helps Genesis keep an eye on trends and tie higher NPS to a better experience at each club.



Making a Cultural Shift

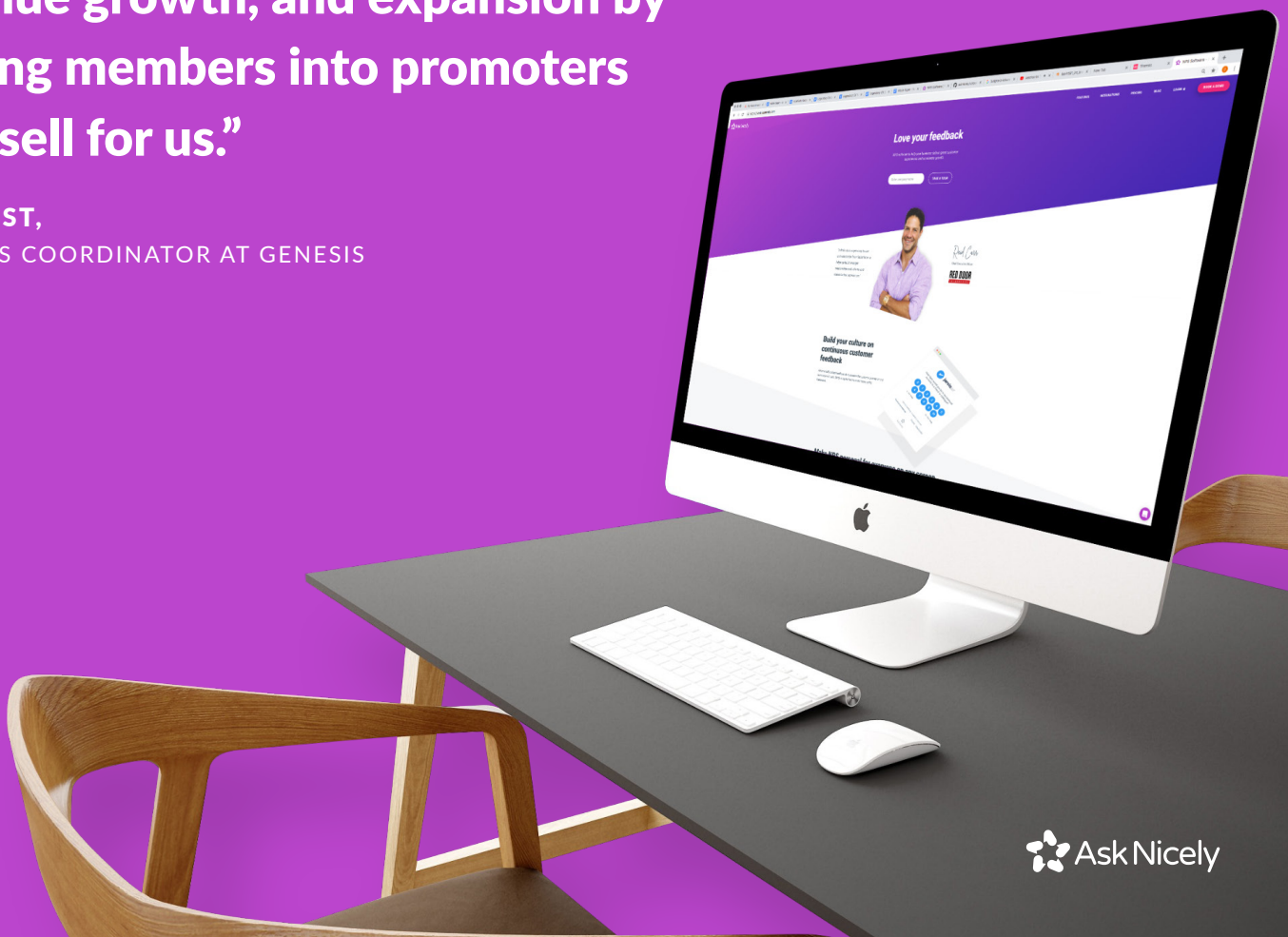
Education was the key to ensuring the program worked.

The shift didn't happen overnight. Genesis started the program by on-boarding three sites. This allowed them to work out the kinks. They also spent two weeks testing users. Then every month they added new sites. They now have more than thirty branches actioning NPS through AskNicely.



“I started by creating a manual to educate and train about 150 employees across every branch of the business. Then I made a presentation to all of the regions. I talked through the benefits of real-time feedback, such as saving 2-3 members a month, revenue growth, and expansion by turning members into promoters who sell for us.”

JAKE BEST,
PROJECTS COORDINATOR AT GENESIS



And The Early Results?

Although it took a month before they could gather enough data, they are receiving a 15 to 20 percent response rate. Clubs managers are responding within 24 hours. In the beginning some clubs had NPS scores from 5 to 10 and—after activating responses—quickly doubled to 20 to 30 NPS. Today, the NPS across the brand is 40.



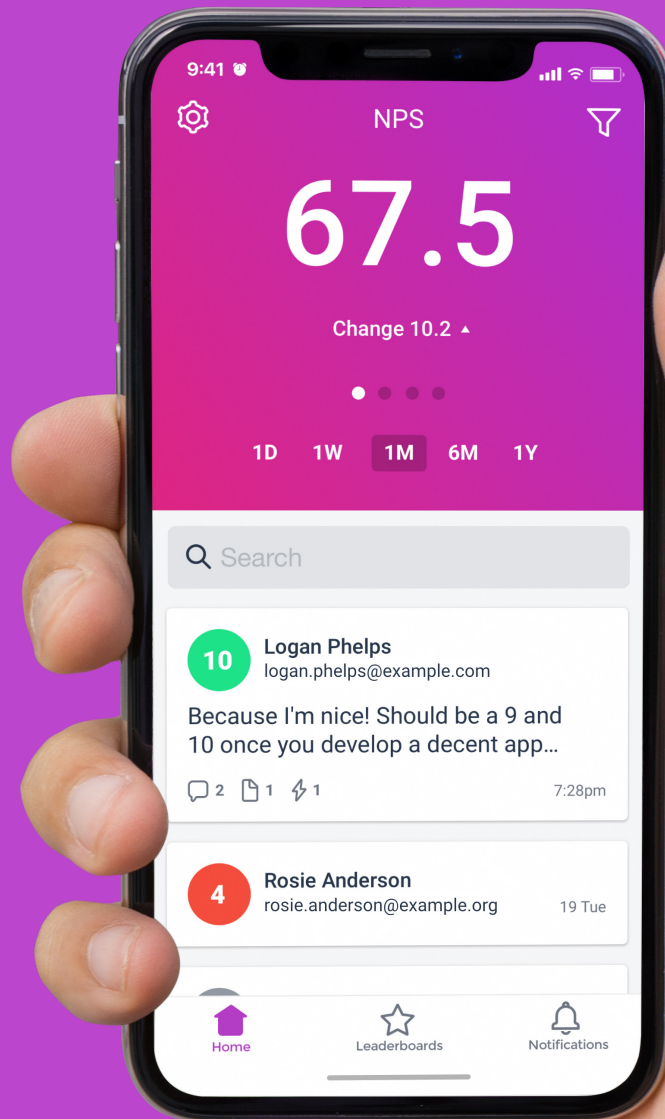
“It’s clear that it’s making a difference because we’re able to get ahead of member issues by gathering feedback on member experiences. There have been behavioral changes at each site. AskNicely has helped us address member issues to prevent cancellations.”

JAKE BEST,
PROJECTS COORDINATOR AT GENESIS.



Summary

By overhauling their customer feedback system and actioning their NPS, Genesis has seen real results in how customers experience their clubs.





Founded in 2014, AskNicely is a fast-growing SaaS company that helps thousands of forward-thinking companies like Reddit, Xero, and Jetstar transform customer experiences and drive business growth by automatically collecting and taking action on customer feedback in real time — powered by the Net Promoter Score framework. Rated #1 by G2Crowd, AskNicely empowers entire organizations with insights and understanding to reduce churn, increase customer retention and automate advocacy. AskNicely has offices in Portland, Oregon, and Auckland, New Zealand.

Visit [AskNicely.com](https://www.asknicely.com), get a [demo](#), and learn more about how real-time customer feedback can evolve your product.