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Managing customer care activities at fitness centers in Ho Chi Minh City

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Abstract

Customer care service is a huge deciding factor in customer retention rate and gym revenue. Customer service is the core foundation of the brand. It is an important key to maintaining and growing in the fitness industry. Consumers expect excellent customer service. To keep up with the latest trends and compete in the fitness industry, you need to meet your customers' needs and expectations. Your customer service is an integral part of retaining members. If you provide poor service, it is likely to cause your business to lose money. If the service lacks consistency and professionalism, it will cost your fitness business.

Keywords: Administration, customer care, fitness customer care, Ho Chi Minh City

1. Introduction

The importance of customer care. The most basic customer care goal is to increase the reputation of the business. Always remember this to act professionally and responsibly. This will create a competitive advantage for your brand. Once customers see the difference in the way you take care of them, their decisions will be much easier. Thanks to that, you can get out of the "mud" of low prices and firmly hold a higher position in the market. The main purpose of customer care is to maintain current customers. Broadly understood, when making old customers satisfied to a certain level, they will positively impact new potential customers. This is indirect corporate PR, which is both simple, effective and cost-effective. Helps us gain a deeper understanding of the fitness industry and current trends in the market.

10 years ago, few people paid much attention to gyms. However, in recent years, the gym business model has opened up more and more to many different audiences. In this gym market research, it is also divided into many segments, such as gyms of big brands for people with high incomes, gym segments for students and people with low incomes. . In Vietnam, big brands include California Fitness & Yoga, Getfit Gym & Yoga, Elite Fitness, or Fit24. Among them, many brands on the market have reached a revenue milestone of several hundred billion VND per year. And to achieve such huge revenue, they always have a customer care strategy to help the "Gods" who always want to get in.

So the question is: How do they manage and take care of customers? And this is also the focus of this research topic. This topic focuses on researching and evaluating measures, strategies, and practices that have been applied by major fitness centers in Ho Chi Minh City. From there, we will have a deeper insight into how customer care management at fitness centers in Ho Chi Minh City currently meets customer needs such as: Active interaction with customers. , creating added value for them, and ensuring customer satisfaction in today's increasingly challenging business environment and era of globalization and digitalization. Actively interact with customers, create added value for them, and ensure customer satisfaction in today's increasingly challenging business environment and era of globalization and digitalization. Through this research, we hope that you will better understand the importance of improving the quality of customer relationships in fitness centers. We also hope that this topic will help you have a deeper look at how to manage and care for fitness centers in Ho Chi Minh City in particular and Vietnam in general.

2. Rationale

Below are 3 fitness business models expected to grow dramatically in 2022-2023.

Workout model at home with a coach

The complicated epidemic has made most people afraid to go to the gym and meet many people. Therefore, to achieve their fitness goals, a large number of people look for home fitness trainers. Many gym businesses also said that in 2021, customer demand for home workout service packages will increase rapidly. Following this trend, fitness service providers have launched fitness services. Home fitness service for customers, not only helps exercisers stay healthy but also ensures social interaction and distance keeping. The home gym model with trainers is expected to continue to grow strongly in 2022, providing an opportunity for units to accelerate after a long period of stagnation due to the Covid-19 pandemic.

Gym model combining applications and AI technology

With the current speed of technological development, many gym service providers are gradually incorporating technology into their exercise programs to bring about effective results. better results for customers. This trend is reflected in the increasing integration of more devices with more advanced technology, the ability to connect to many applications, in addition to the integration of artificial intelligence techniques to improve training models. , exercise, diet... suitable for the practitioner. The app-based training model has grown faster over the past year, with gym units and trainers available to members via video calls. Anytime, anywhere, trainees can practice with a trainer just by accessing the app.

EMS technology gym business model

EMS - short for Electric Muscle Stimulation - stimulates muscles with electrical impulses and is a widely used exercise model in physical therapy and sports. By electrically stimulating all muscle groups, including the superficial and deep muscles that are often overlooked in traditional workouts, exercisers can achieve results like 120 minutes in the gym in just 18 minutes each time. Session. Traditional gym, perfect for those with busy gym needs. In fact, this model has become a trend worldwide. The form of exercising using EMS exercise machines was born in Germany 14 years ago, then franchised to Australia, America, Thailand. Currently, there are thousands of EMS gyms in operation around the world. Especially during the Covid-19 pandemic, this model proved even more outstanding when each gym only had 2-4 pieces of gym equipment, providing good support for society so it did not have to close. In addition, due to neat equipment and short training time, customers can choose to practice at home with a 1:1 coach.

Choosing a segment that is beyond your financial capabilities and capabilities will lead to the business encountering many difficulties, especially in the starting phase, so choosing the right gym business segment will help you have Good service foundation for long-term future development. In the process of deciding on customer segmentation as well as a suitable gym business model, learning about competitor analysis in the area will help you prepare for the best competition. From there you will have the most competitive business strategy, as well as optimize investment costs. If you find your strengths and abilities better than your opponents, as well as

learn about the shortcomings that have not been improved well in your opponents, then you can increase your competitiveness and gain an advantage from the initial stage compared to competitors. Determining the target customer needs to come from the business orientation of the investor and strategy developer, a strategy that clearly identifies the target customer group, so the next step is only need to find an area with suitable target customers. This makes it easy for you to create business efficiency right from the early stages, because it has been carefully prepared with a long-term orientation, will bring your customers the best quality of service and create A good foundation helps develop your gym business in the long term.

3. Research methods

Introduction: Briefly present the importance of customer care in the fitness industry and the goal of the essay.

Market analysis: Evaluate the fitness market situation in Ho Chi Minh City, including competition, potential customers and market trends.

Identify customers: Clearly identify the fitness center's target customers and clearly understand their needs and desires.

Customer care strategy: Presents specific strategies for customer care and attraction, including building relationships, providing good service, and creating a positive customer experience.

Managing customer feedback: Suggested ways to manage feedback from customers, including listening, responding, and improving based on their opinions.

Staff training: Discuss staff training to ensure they are able to interact well and provide quality service.

Measurement and evaluation: Demonstrates how to measure performance in customer care, including the use of metrics and other evaluation methods.

Conclusion and recommendations: Summary of important points and specific recommendations to improve customer care management at fitness centers in Ho Chi Minh City.

4. Research Results

Customer care strategy

Membership retention cost is cheaper than conversion cost: Use the price of California Fitness's Silver card to temporarily calculate. The purchase price in 2 years is about 12 - 13 million. So if a member leaves, in 1 year you can lose 6 - 7 million. That's just a temporary estimate for one person on a silver card. So how much will your gym lose with a Centurion Charter privilege card worth \$25,000/year? It can take years to regain lost revenue. But in reality, retaining members is still much cheaper than the cost of finding new customers. Not to mention the profits earned as analyzed above. Finding new customers is necessary. It is a measure to confirm the efforts of the communication channel. And shows that the gym's customer care service is meeting user needs. But retaining loyal customers is considered the "lifeblood" of the gym. When service is good and consistent, it means the member's experience is also enhanced. And the fact that they pay the training card renewal fee at this time is to extend the quality of customer service.

Customer care service represents the gym brand: Potential customers will visit the website, fanpage and other media channels to identify and find information. But when they have direct contact with staff and read reviews from members, they are talking to real people. If the gym staff has a good service attitude; Service is friendly, approachable and

provides the best that meets their expectations. At that time, they will buy practice cards and be ready to become brand representatives to introduce to friends.

Great customer service equals member happiness: To retain customers, you need to truly understand their feelings, wants, and expectations. Your investment in high-end digital equipment and innovative fitness solutions will be a waste if your members are not satisfied with the customer service. Therefore, in any strategy, you must first increase customer satisfaction with the service you provide. Includes training and communication courses. Create a great member experience. Let them feel the feeling of happiness and true satisfaction when spending money at the gym. This is one of the reasons why customer service in the gym is important.

Building trust and loyalty: No matter what segment they are in or what class of membership card they buy, members want to be treated well and friendly. When they feel respected and listened to, there will be no reason for them to leave. Over time, great customer service creates positive experiences. And this links customers to the brand. Think about the entire customer journey; how you can provide excellent customer service along the way. This can start right at the registration desk or consultation area. But also includes the direct marketing stream; Through classes and personal training services of gym coaches. Once the gym builds trust and loyalty among its students, it becomes easier to upsell additional services.

Increase member referral rate through customers: Your gym already has a large number of loyal members who are satisfied with what you offer and how you do it. Then, the gym owner will create a form of organic marketing. That is word of mouth marketing. If customer service is good, it will increase the rate of new member referrals. So word of mouth marketing is a powerful tool that can boost sales and attract more potential customers to the gym. Meanwhile, it saves a lot of costs and effort. At this time, gym owners just need to create more member referral programs - overwhelming incentives. Turn loyal members into marketing and brand introduction staff.

Increase member "lifetime value": The longer a customer is retained, the more valuable they are to the gym. Therefore, the success of a fitness center will depend on its member retention strategy. A good customer campaign is an important part of retaining them. Of course, first, you need to build yourself a good gym, with an eye-catching, trendy design. Prioritize cleanliness, ventilation and shape the brand style. Choose suitable and safe machinery and equipment to ensure the best training results. Next, to improve customer service, first measure member satisfaction. Evaluate their current feelings through forms and evaluation sheets. Use the results obtained to come up with appropriate strategies.

Create different value: Statistics show that 50% of customers will increase spending with a brand if they have a positive customer service experience. Interestingly, 67% of customers are willing to pay more for a better customer service experience. Customers are clearly willing to pay more to deal with a brand that provides exceptional customer service. You need to prioritize customer service to grow. Smaller gym brands tend to charge higher prices. But with a premium price tag comes the expectation of excellent customer service. At this point, customers are paying for the experience and know that they will feel positive and comfortable after each visit.

Drive sales and marketing opportunities: If done right, customer service can really drive sales and marketing

opportunities. Customer service can provide you with detailed information about current members. Then the sales staff, service packages, and accompanying accessories can be used. Good customer service can increase profits; Increase your word-of-mouth marketing, referrals and positive reviews. Often, potential customers will read reviews online. They want to know what it's like to join the gym of their predecessors. And good customer service means you're more likely to receive positive reviews. This helps increase sales and marketing opportunities if you want to expand the product later. Especially about gym functional foods, costumes, utensils, accessories.

Increase your competitive edge: Ultimately, customer service has the potential to give you a competitive edge over your competitors. To be successful in the fitness industry, you need to stay relevant, competitive, and innovative. By continuing to meet changing consumer needs and expectations, gym owners are creating the type of experience your members love.

Managing customer feedback

Businesses need customer feedback to

Improve products and services: To launch a product, businesses need time to research customer needs and tastes. However, to test whether the product is suitable or not, and what the advantages and disadvantages are, depends on the customer's experience after using the product. Customer feedback is the most objective and comprehensive view of products and services, helping businesses improve and further improve quality.

Measuring customer satisfaction: Today, businesses pay special attention to customer satisfaction and satisfaction. This is a factor related to the benefits of the business such as market share, revenue and profit. At the same time, satisfaction means customers will return for more purchases and recommend your brand to more people. The best way for businesses to meet customers' wishes is to listen and acknowledge their opinions and complaints. Businesses can use questions to calculate satisfaction levels through customer feedback.

Customer retention: Satisfaction and satisfaction will retain customers, turning strangers into potential customers and from potential to loyal. When customer opinions are recognized and your business takes steps to improve service and product quality, they will love, trust and be loyal to your brand. Whenever receiving customer feedback, businesses should find the quickest, accurate and appropriate way to handle and fix the problem. This is the key for businesses to gain trust from customers, even the most demanding ones.

A reliable source of information for other customers: Media and social networks are increasingly developing, leading to saturation in advertising and product marketing. Customers today no longer trust online advertisements about a new product. Instead, reviews, feedback, comments, and reviews about products and services from people who have used them before will become a more reliable source of information. From a familiar customer, businesses can exploit many relationships around them.

Providing data to help businesses make business decisions: If business owners make business decisions with vague, general predictions, they will not be able to create great competitiveness. They need to collect information and data from surveys and manage that data, listen to customer feedback about products and services to have an effective

business development strategy. Customer opinions are the most reliable source of data because product development does not have to focus on widespread promotion but must adjust quality to suit the potential market.

How to optimally handle customer feedback to help enhance brand value

Always listen to customers: The first method that is most effective and applied by many businesses in their customer feedback handling strategy is to listen and understand customers. When you pay attention to customer feedback, you will know the reasons why they are angry and why your product is having problems. Thereby, we will find the most appropriate and fastest solution. Always be ready to receive feedback from customers, whether positive or negative, because this is the basis for improving your business.

Handle situations quickly: When customers use or experience products or services that are not good, they will definitely feel uncomfortable. So don't make them wait too long, handle customer feedback as quickly as possible. Responding to them quickly and promptly will help customers understand that you care very much, attach importance to the issue they mention and always support them in every situation that occurs. This not only makes customers feel satisfied but also sticks with the company's products for a long time.

Do not delete customer feedback: One of the taboos when handling customer feedback is deleting their reviews and feedback about the product. Usually, these feedback are negative and affect the reputation of the business, so many businesses choose to delete them. However, deleting these comments will upset customers and make the situation worse and more difficult to resolve. You can delete a few comments, but if the number is large, it will certainly be very difficult for you to control due to the attack of the "online community". Therefore, you absolutely should not delete customer feedback on sales forums, especially websites and social networking sites. Instead, focus on resolving them as smoothly and appropriately as possible.

Empathize with customers: The problems that customers complain about are related to the products and services your business provides and are absolutely not directed at you. However, because you are responsible for managing customer complaints, you may hear heated comments and lose your temper. If you react in a subjective way, the situation will get worse. What customers expect is for the problem to be resolved quickly. The first thing to do is to calm the customer's mood so they can calmly present. At the same time, listen attentively when they speak and take careful notes so as not to miss any complaint content. Remember, don't find excuses, but show empathy for customers, this will make them feel more satisfied.

Offer an apology and compensation if necessary: "We are very sorry that this happened" is an extremely necessary statement when handling bad customer feedback. This not only calms the customer's anger, but also shows your professionalism when handling customer feedback. You should not lose money because of a small mistake and blame anyone else, because it will only bring damage and loss to your business. Therefore, when you encounter these cases, say sorry and accept to compensate them satisfactorily and reasonably. This is one of the useful solutions in the customer feedback handling strategy applied by many businesses.

Thank customers for their feedback: Customer feedback is the basis for businesses to recognize their shortcomings and

weaknesses in products and services. This is an opportunity for you to find effective solutions, enhance and improve the quality of your products. Receive and thank them for their reviews, whether they are good or bad feedback. This solution will be a powerful weapon to help you improve the efficiency of handling customer feedback and grow your business.

Listen to customer feedback across channels: Listening is understanding, so listening to customer feedback is the way to make your products and services more and more perfect. Channels like facebook, instagram, tiktok, etc. are popular social networking sites with a high number of users and a large number of reviews and comments. Therefore, regularly review to know what limitations you have, then find effective solutions to improve them. To get more information, you can also ask customers a few questions to get more information. This is also one of the effective solutions that you need to pay attention to when handling customer feedback.

Motivate customers to give positive feedback: The final way to handle customer feedback is to motivate customers to give good, positive feedback. This not only helps your product be rated higher than your competitors but also helps other customers make quick purchasing decisions. To motivate customers to give positive feedback when experiencing the product, you can give them a small gift to increase customer excitement and stimulation. Or deploy online reviews on your website, so you can know what customers think about your products and services. Handling customer feedback is one of the extremely important steps that greatly determines business efficiency. Therefore, handling these issues well not only helps you retain customers but also increases their reputation, trust and professionalism. With the information that Bizfly shares, it will help you run your business effectively and bring optimal results

Learn from experience and thank customers: Consider each negative customer feedback as a defect that the customer is reporting to you. Confidently face customer feedback to improve product and service quality. Sometimes the business itself cannot recognize weaknesses and customers are the ones who help you find them. This is your opportunity to overcome and improve. Therefore, thank customers for honestly raising problems or frustrations, and learn from experience for the next time. Such behavior not only proves the business's concern for customers, but is also an effective method for you to retain loyal customers.

Training employees

Employee training: are programs that provide specific knowledge and skills for employees to improve work performance and bring value to the business. These programs are extensive and focus on employee development and the future performance of the center.

Employee training programs: The need for employee training becomes more urgent as the impact of the current digital transformation process becomes increasingly strong. According to a PwC survey, out of more than 22,000 workers, 53% of employees believe their jobs will change or become obsolete due to automation. 77% said they had to learn new skills or retrain completely. This shows the importance and necessity of employee training activities in businesses.

For centers: Staff training plays a huge role in the center's development and competition in the market, training activities, and human resource development. Improve and maintain the quality of human resources, create conditions for

the center to apply new technical advances, contributing to increasing competitive advantage in the market. Support to improve productivity and product/service quality, thereby increasing profit margins. Minimize accidents while customers use services at the center thanks to training programs, especially work related to machinery. Will create an environment where colleagues can teach colleagues, build collaborative processes and save costs.

For employees: In addition to the positive impacts for the center, employee training activities also bring great meaning to employees, specifically: Helping employees feel respected and well-off. Good remuneration, from which they can stick and contribute for a long time. Create adaptation between employees and their work, meeting the need to learn, improve skills and knowledge. Help employees have new vision and new thinking, creating a basis for them to unleash their creativity and bring more value. Improve the ability to identify goals, reduce efforts to complete work better. Nurture leadership potential, create new career development opportunities, and discover your passion and new abilities. Contribute to narrowing the education gap, especially for those without a bachelor's degree.

Some employee training programs

Before work: orientation and dissemination to new employees about the center including culture, vision and mission, core values. This type of training also includes common issues such as organizational policies, administration, standards to be followed.

Training at the workplace: Training at the time of induction helps employees become familiar with their knowledge, field of activity, environment and nature of work. This type of training includes explaining the different aspects of the center, the basic skills needed to apply in the working process.

Skills improvement training: This training program can be organized periodically. Training to improve professional skills for employees helps employees improve their skills and knowledge in their fields, such as engineering, management, technology, how to solve some common problems.

Measure and evaluate

Determine the goals of customer care and complaint handling, such as increasing complaint resolution rates, reducing response time, increasing the number of returning customers, choosing indicators to measure customer satisfaction. customers, such as Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), Customer Effort Score (CES), etc.

Net Promoter Score (NPS): Through a number of surveys, it has been shown that more customers choose the scale (7-8) than customers choose the scale (9-10). They belong to the group of customers who are not completely sympathetic to the center. The center and also not completely hating the center. These customers will be willing to leave the center when competitors provide quality better product or service.

Customer Satisfaction Score (CSAT): Most customers are satisfied with the center's products and services.

Customer Effort Score (CES): The customer experience process is quite average; it is not really easy for customers to solve the problem. They must proactively seek more information or ask for help from relatives, etc. Brands need to research deeper to understand the problem and find ways to fix it.

Design your survey to suit your goals, by choosing question types, data collection methods, communication channels, and when to send the survey. Set up survey delivery timing by determining the frequency, interval, and timing of sending surveys to customers. Surveys should be sent after completing customer service or complaint handling, and do not send too many to avoid annoying customers. Provide solutions to improve customer care and complaint handling performance, based on survey results and customer feedback. Measures can be applied such as employee training, using assistive technology, work planning, FRT monitoring and feedback, etc.

5. Discuss research results

In businesses, customer relationship management will bring high and sustainable profits, while also bringing customer satisfaction, satisfying needs and creating value for customers. Through CRM, the relationship between businesses and customers becomes increasingly friendly and close. At the same time, through the database, businesses can grasp customer needs, from there, research and supply to satisfy customer needs. However, businesses that want strategic success must undertake a full assessment of the business's current position in relation to customer value, loyalty and satisfaction. Setting customer goals must be clear, paying attention to specifying human requirements: skills, culture, organization, responsibilities, authority. Data requirements must be complete, logical, synchronous and unified. Outline the strategy for product segmentation, pricing policy, communication and interaction, channels, customer service and segment management according to customer requirements. Specify infrastructure requirements (including skills, organization, technology, analytics and databases) to guide other operational strategies. Always build a specialized customer care department, improve the quality of customer care human resources, motivate customer care staff, classify customers to have appropriate care policies, and organize Check, monitor and compile regular bonus reports.

6. Conclusions and recommendations

Through research and analysis, we can see that the business characteristic of fitness service centers is their customer care policy. To be able to manage customer care well, businesses must always set up a perfect internal system from which they have enough resources to perform administrative and customer care activities. But because of the competition between businesses in that segment, large businesses such as California Fitness And Yoga, Getfit Gym And Yoga, Elite Fitness, etc. have almost dominated the market, making it difficult for small businesses to compete. but compete. From there, we can see that management is not enough, but businesses must also have many mutant factors to be able to enter this heavyweight arena. In the fitness industry in Ho Chi Minh City, customer care management plays an extremely important role in maintaining and developing the success of these centers. Ho Chi Minh City is not only an important economic center but also a place with fierce competition in the fitness industry. To attract and maintain customers in this environment, centers need to apply effective customer care strategies. This includes building strong relationships with customers, ensuring quality service and creating enjoyable experiences. In addition, training employees to interact well with customers and manage customer feedback quickly and

professionally is also an important factor in building trust and loyalty from customers.

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