

5 Tips on How Your Club Can Provide Good Customer Service



1. Clean, well maintained facilities and equipment:

Providing visitors and members with facilities and equipment which is well kept, intact and in stock will keep all parties happy.

2. Immaculate appearance and manners:

Club leaders have a willingness to listen and sympathise with members and visitors. They are polite, courteous and helpful towards the person. They are the friendly and accessible face of the club.

3. Good communication and prompt responses:

Regular communication and keeping members/parents informed provides them with a sense of importance and connection with the club. Solving a person's problem is priority. Returning phone calls and emails in a timely manner with the correct or useful information is essential. Do not leave it long enough for the enquirer to have to chase it up themselves.



4. Keeping promises, having integrity:

Anything that is promised to a visitor/member should be delivered. This includes returning phone calls by when you say that you will. If an answer to the enquiry is not known immediately, acknowledge it and inform the customer that a response is forthcoming.

5. Exceeding expectations:

By having little extras that pleasantly surprise, you will exceed a person's expectation of your club. Going above and beyond should make them come back again.