

Jessie Harman presentation

5 Key Dimensions of Club Experience:

- Meeting enjoyment
- Confidence in club leadership
- Meaningful service
- Connections
- Personal growth opportunities

1. Understand member expectations (recognise that member needs and expectations may change over time)
2. Ensure members are actively engaged.
3. Deliver an experience which meets individual needs and expectations (consistent with member's values and sense of belonging).
4. Design member-friendly processes.
5. Ensure physical elements of member experience match member expectations and reinforce service quality.
6. Address problems quickly (encourage listening to customer complaints and make amends when things go wrong).
7. Aim for perceived value (help members recognize the value of membership)
8. Measure satisfaction regularly
9. Keep communications real
10. Co-ordinate communications

She concluded with 3 quotes:

Customer experience is the next competitive battle ground. It is where business is going to be won or lost. (Dell)

The customer's experience is your reality. (Katie Zabriskie)

We have spent a lot of time trying to make members fit our clubs. Now it's time to make our clubs fit our members (Jessie Harman)