

# Achieving Best-in-Class Loyalty Scores in Multiple Customer Environments



A LISTEN360 CUSTOMER STORY

## THE CHALLENGE

With 300+ locations worldwide, The Little Gym uniquely understands how to please two of the toughest customers: kids and their parents. The company also knows that continued success depends not only on acquiring new customers, but also on retaining loyal, happy ones. “We have always grown and improved, but in terms of customer retention, we were not moving the needle as significantly as we wanted to,” explains Heather Anderson, Director of Marketing for The Little Gym International, Inc. Anderson adds, “We needed a consistent source of data and a clear way to understand the customer experience.”

## THE SOLUTION

The Little Gym marketing team heard about Listen360’s customer feedback management system at an industry conference and was impressed by its online demo. Anderson says the company also looked at two other systems, but kept coming back to Listen360. “When it became a need and not just a ‘nice-to-have,’ we went with our first choice—Listen360,” says Anderson. “It was the most comprehensive system with a wide range of features. It also integrated into our business operations system and seemed to be very easy for franchise owners to use. We’ve launched other business systems before and this was one of the most seamless implementations we’ve ever had.”

The Little Gym has been using Listen360 since then, and the benefits are far reaching. “Listen360 gives us a clear view of our business through our customers’ eyes,” explains Anderson. “It’s helped us uncover opportunities to improve our business as well as see where we provide an exceptional customer experience.”

## THE RESULTS

Since the time The Little Gym began using Listen360, the numbers have spoken for themselves. “It has been a tremendous help with retention,” says Anderson. “We learn exactly how customers feel and recognize when they might be leaning toward not renewing. The data we get is in real time, so our franchise owners can reach out and quickly remedy a situation.”



INDUSTRY

**Children’s Services**

LOCATIONS

**300+**

For nearly 40 years, The Little Gym has been helping children build their skills and self-confidence in a fun and nurturing environment. Known as a company that cares deeply about its customers, The Little Gym has taken that commitment to a new level with Listen360’s automated customer feedback system. Since implementing Listen360, The Little Gym has achieved best-in-class loyalty scores in multiple customer environments—results worth flipping over.



In addition to dramatically affecting retention, The Little Gym has seen another result from its use of Listen360—a positive correlation between its customer loyalty score, gym revenues, and sales. “Our loyalty score is 84 to 85 percent—well beyond best in class,” says Anderson, “and we’ve seen that the franchise locations with the highest loyalty scores also have the highest revenue. The loyalty score also adds to the success of our franchise sales efforts by providing clear data that highlights customer satisfaction system-wide.”

#### CUSTOMER FEEDBACK AS A COACHING TOOL

The Little Gym also uses Listen360 to provide support for franchise owners. “For example, our Business Consultants can look at who is at risk of leaving and why, and coach franchise owners about what action to take and how to make things right before a customer leaves.”

#### SYSTEM-WIDE VISIBILITY

The Little Gym’s operations system houses all of its customer data, so integrating that system with Listen360 meant feedback requests automatically went to customers based on a schedule that The Little Gym determined—typically two midpoints within the season. Listen360’s feedback request contains just two questions: “How likely are you to recommend us to a friend?” followed by an open-ended question inviting customers to share more about their experience with The Little Gym.

Based on customers’ responses, they are organized into one of three categories: “Promoters” are clients who would recommend The Little Gym to a friend, “Passives” are neutral, and “Detractors” are those with negative feedback. Using this data, the system generates a real-time task list for franchisees, making it easy for gym staff to follow up with customers. Listen360 also translates this client data into a loyalty score that is automatically displayed on graphical dashboards. The dashboard also displays results from Listen360’s proprietary Voice of the Customer (VOC) text analytics tool, which scans customer feedback for keywords about likes and concerns, and categorizes them into meaningful “themes” for franchisees.

“The Voice of the Customer has played a key role for us,” says Anderson, who notes, “We are able to quickly see what our customers are saying and hone in on keywords. We receive overwhelmingly positive reviews, which confirm that the gyms are providing a great customer experience.” Anderson adds, “Many owners have also chosen to get an immediate notification via text message if they receive a detractor comment, so they can respond within minutes of receiving the feedback.”

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HEATHER ANDERSON, DIRECTOR OF MARKETING, THE LITTLE GYM INTERNATIONAL



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