111 - TOOLS TO FOLLOW AND MEASURE CLIENT SATISFACTION

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INTRODUCTION

Within the area of services rendering in academies, the concept of client satisfying is still very recent.

According to Hoffman and Bateson (2003) and their historic perspective, much of the work performed in the area of client satisfaction was done in 1970, when consuming was high. The decline of Consumer services and the eventual dissatisfaction can have several causes:

1. Firstly there was a decline in consumer services,
2. Increase of inflation, that made several companies obliged to cut down on costs, to be able to maintain low prices,
3. The war between prices became a means of differentiation,
4. There was a cut down on customer costs, in order to cut down operation expenses,
5. Lack of specialized labour,
6. Lack of workers motivation
7. Automation (increase in efficiency but detachment of clients in relation to the company)

Still according to Hoffman and Bateson (2003), along the several years, clients became more difficult to please and nowadays they are much more informed and more careful of where and how to expend their money.

Following this perspective, the service sector seeks to create a high level of satisfaction to customers, creating tools to measure and follow their satisfaction.

Miguel (2004, v. 14, n 1, p. 2) affirms that “the importance of the services sector is increasing in the economy of developing countries like Brazil. Data from IBGE indicate that the services sector correspond to about 52% of the national PIB. The services that correspond to the sportive sector increases, in average, 12% a year, being the segment responsible for 3% of the Brazilian PIB, hiring almost 500 thousand employees (ativo.com). Although it is a sector that grows ever more, it is still difficult to talk about quality in the rendering of sporting services. The educational centers (faculties) are still extremely physiologists and “pedagogues” and solely pay attention to the technological advances in this area, without giving importance to the client and consumer of the sporting services, and to what is being offered to him.

We live in a moment when it becomes extremely necessary to evaluate services rendering according to the client's vision, so that we are able to constantly improve and then put ourselves in strategic advantage in the market, besides being able to generate means of continual evolution.

According to Miguel (2001), to fully show the importance of clients in the current scene, we can affirm the following:

1. 90% of the clients who were not satisfied with the quality of service/product, will not buy again.
2. Clients speak more to other people about a negative experience than over a positive one.
3. 7 in each 10 clients use the service/product again if they solve their problem about them.
4. If a complaint is solved quickly, 95% of clients will buy again.
5. Attracting a new client costs 6 times more than maintaining an existing one.

Souza (1997) considers that clients/consumers are becoming more demanding and able to determine what kind of services they are getting, with more power of option for many sporting offers at several places, and consequently give their permanence and fidelity to other organizations, a threat in the increasing competition.

Still according to Souza (1997), it is necessary to bring about consciousness to managers of physical fitness organizations to the fact that they are rendering services and that it is not enough to increase the offer but to improve the quality of services in order to gain fidelity and hold back the client. The client is put in the situation of producer of results and consumer of services.

Juran apud Miguel (2001), considers that each individual within the organization is, at the same time, client (receives products, services or information), processor (accomplisher of products, services or information), or supplier (supplies products, services or information) in any stage of the processes.

Following this relation between clients and fitness organizations, it becomes vital to evaluate the quality in the rendering of services.

According to Souza (1997, p. 4), “for practical purposes”, it is necessary to devise a tool to measure the degree of quality offered by an entity to its clients. In an organization oriented by the market – and thus interested in the satisfaction of its clients – the degree of efficiency will be measured by the grade of accomplishment of this objective. The quality of a physical fitness organization is measured then, by the degree of clients satisfaction as they receive the service, and not by the objective quality of the product/and or means over which the product is developed.

Given thus that to be or not satisfied is very subjective or circumstantial, it is never possible to perform measurements of physical fitness service quality with absolute guarantee, but it is necessary to perform them because they will give us a fundamental idea of reality and not just the opinion of whom develops the service.

Miguel (2004, v.14, n. 1, p.15) affirms that “the lack of objective measurement to evaluate the quality of services increases the degree of complexity in relation to its evaluation.”

Miguel (2001) defines client satisfaction from 2 aspects related to clients:

1. The end results of client evaluation
2. Client psychological process, evaluative and perceptive.

Kotler (2000, p. 60) presents us with four tools to follow and measure client satisfaction:

1. CRITICISM AND SUGGESTION SYSTEM
2. SATISFACTION RESEARCH
3. ANALYSIS OF LOST CLIENTS
4. SIMULATED PURCHASING

From the use of these tools, the physical fitness centers can closely observe the performance of services/products, maintaining management and collaborators aware of client needs, increasing the retention of them.

OBJECTIVE

To verify if medium sized physical fitness centers (300 to 2000 students) in BH use means to measure client satisfaction, if they perform them, and how they use these measurements to improve the quality of service/product.

HYPOTHESIS

- Affirmative: medium sized fitness centers in BH measure client satisfaction;
- Invalid: medium sized fitness centers in BH do not measure client satisfaction.

METHODOLOGY

Sample: N = 11 medium sized fitness centers from the PU region (Planning Unity) Savassi, composed of Santo Agostinho, Lourdes and Funcionários quarters. Application period was: 25/09/2006 to 06/10/2006.

INSTRUMENT

To collect available data, 4 questions (2 open and 2 closed) mixed type of questionnaire was used

PROCEDURES FOR DATA COLLECTION

Through the presentation of the questionnaire to the person responsible for the center at the moment of visit; Board of Directors, Area Coordinators and others (attendant, secretary to Board of Directors and managers), data was collected by the researcher. The results reached by the research were statistically analyzed and presented through percentual index.

PRESENTATION OF RESULTS

A) Were 20 gyms surveyed, representing 100% of the sample responded to the questionnaire with 11 gyms wich means a sample of 55%

B) Of total respondents 91% of gyms UP Savassi the region, using assessment tools to customers satisfaction and only 1 (9% of the same do not use)

C) The 9% that not use tools of evaluation of customer satisfaction consider the same “void” and therefore do not.

D) Of the total gyms that use tools of evaluation of customer satisfaction (10 gyms)

CHART 1: From the total of academies that use client satisfaction evaluation tools (10 academies):

	Number of academies	% of sample
Criticism and suggestion system	8	80%
Satisfaction research	7	70%
Lost client analysis	5	50%
Simulated purchasing	3	30%

CHART 2: Within other client satisfaction tools:

	Number of academies	% of sample
e-mail address for fixed timing	1	10%
Research at the time of reappraisal	1	10%
Customized attendance using questionnaires about attendance in several academy areas	1	10%
Telemarketing system	1	10%

CHART 3: How to use this information:

	Number of answers	Number of academies
Biweekly evaluation with the people in charge	1	1
Feedback to students/Calling or talking with students in order to solve problems	2	2
Report to the board of directors and management for the due attitude to be taken	1	1
Change is accomplished according to criticism/Doing the betterment according to answers	2	2
Meetings with the whole team to discuss the best way to solve the problem with reasonable measures taken/We organize so that students requests can be answered the quic kest way and through the best manner/Performing a survey of common criticism and suggestions, with needs pointed by the clients	3	3
Establishing a comparison between degree of importance and level of client satisfaction in some valuable items in the acade my (cleaning, equipment availability, attendance, etc.).	1	1

DISCUSSION OF RESULTS

For the accomplishment of this research, 20 academies in PU savassi region were visited and 11 of them answered the mixed type of questionnaire.

In the course of the questionnaire application, it became evident that people who answered it, can not differentiate tools which measure client satisfaction, do not know its importance to obtain fidelity/retention of clients and that some people can not answer with precision the number of students they have.

Within the most used tool, (80% of sample) is the criticism and suggestions system. Miguel (2001) calls this system the client's feedback. According to him, a company is not able to propose a change, if it does not know where the problems occur. Also, according to Kotler (1995), "this system do not only help companies to act more quickly in problem solving, but it also permits the reception of exploitable ideas for the improvement of its products and services".

Following soon, 70% of the sample use the satisfaction research. According to Miguel (2001), to research clients satisfaction levels, statistically analyze data and to let management know the situation, helps in the understanding of how clients stand in relation to services and its processes. According to Hoffman and Bateson (2003), "satisfaction researching conveys to clients the message that the company is behaving for their well being and gives value to their information about how it is operating". To Kotler (1995), companies evaluate clients satisfaction level through direct measures, being them done periodically.

50% of the sample perform an analysis of lost clientele. According to Miguel (2001), it is important to understand why clients have decided not to use the product or service from the company. The company must perform this analysis for two reasons: to identify the element that made the client leave the company and to try to rescue him. According to Kotler (2000), the companies must analyze why the client stopped buying and why he decided to change suppliers, and to verify why this has occurred.

Only 30% of the sampling use simulated purchasing. According to Kotler (1995), this is an efficient means to evaluate satisfaction, where people are hired and pass as faked clients to purchase products of its own company or in one of its competitors.

Within other tools used to evaluate client satisfaction, 4 other tools were pointed, representing, each one, 10% of the sampling. Within these tools, telemarketing is highlighted. According to Kotler (2000), " telemarketing describes the use of telephone operators to attract new clients, to establish contact with clients, to point out levels of satisfaction or to write down requests".

As to the manner of how they use information, the most cited (3 academies) gathered their team together to discuss the problems and to seek solution and take action; to attend requests the quickest way possible and to raise criticism, suggestions and needs of clients.

In this manner, the affirmative hypothesis was reached, in which the medium sized fitness academies measure client satisfaction, being the criticism and suggestion system the most used method (80% of sampling).

CONCLUSION

The fitness academies classified as medium sized (300 to 2000 students), in the Savassi region Planning Unity (PU Savassi), composed of Santo Agostinho, Lourdes and Funcionários quarters, utilize tools for measuring client satisfaction, in its great majority (91% of sampling). From this total, 80% of them utilize the "criticisms and suggestions system", 70% apply the "satisfaction research", 50% perform the "lost clients analysis" and 30% perform "simulated purchase", being this last method the least used by them.

It is important to underscore that all the fitness academies which evaluate its clientele seek to utilize these sources of information to "correct problems and criticism appointed" utilizing, for this purpose, varied methods being the most common the "report for the board of directors with corrective measures", "performing changes according to criticism" and "meeting with the team to discuss and solve problems", being this last one the most reported.

The research showed a lack of evaluation in the periodicity of evaluations, as well as effectiveness of measures taken, in reference to maintain clients satisfied.

ACTION PLANNING

Fitness academies should create periodicity in order to utilize client satisfaction evaluation tools and from there perform statistics analysis in a qualitative and quantitative form, to observe how the company performance is unrolling, and make a diagnosis of areas that need improvement.

QUESTIONNAIRE GFU (GAMA FILHO UNIVERSITY) FOR POST-GRADUATION RESEARCH AMONG MEDIUM SIZED FITNESS ACADEMIES, PU SAVASSI REGION, WITH THE OBJECTIVE OF OBSERVING THE USE OF CLIENT SATISFACTION EVALUATION TOOLS

This questionnaire has, as an objective, carry out research over Physical Fitness Academies in Belo Horizonte, classified as medium sized (300 to 2000 students), according to (PEREIRA, 1996. APUD MARINHO, Luciana Cristina Figueiredo, ARAÚJO, Marcilene Canabrava, s.d.) from the region of Savassi Planning Unity (PU Savassi), composed by Santo Agostinho, Lourdes and Funcionários quarters. It will question the use of tools in Client Satisfaction Evaluation, to provide subsidy help in the index of evasion and the service rendering improvement.

It will be applied by the Teacher Adriana Costa Lopes, post-graduate student in Sportive Business Administration and Marketing of GFU, for Course Conclusion Work achievement. It must be answered by the Direction, Area Coordination or other responsible person for the academy.

Client Satisfaction Evaluation Tools, according TO (KOTLER, 2000)

CRITICISM AND SUGGESTIONS SYSTEM: offering of forms for the clients to relate items which they most liked e the ones they did not like. The internet can still be used (academy site), or an e-mail address.

SATISFACTION RESEARCH: Complaint levels are not good indicators of client satisfaction. Periodic researches are done with questionnaires or calls to clients, in a randomly manner.

LOST CLIENTS ANALYSIS: The companies must contact clients who are not purchasing anymore or who have relocated to other suppliers, in order to verify why this has happened.

SIMULATED PURCHASING: The companies can hire people who falsely pass for potential buyers, in order to report strong and weak points, experienced in the company products purchasing.

QUESTIONNAIRE

NAME OF ACADEMY:

NUMBER OF STUDENTS:

POSITION OCCUPIED IN THE COMPANY:
( ) Direction ( ) Area Coordination ( ) Others:
1) Within your academy, do you utilize any form of client satisfaction evaluation?
( ) YES ( ) NO
*If Yes, GO to question 2; IF not, GO to question 3.
2) Which tool is used by you?
( ) criticism and suggestions system
( ) satisfaction research
( ) lost clients analysis
( ) simulated purchasing
( ) others:
*GO to question 4.
3) If not, why don't you?
4) How do you use information in the process of creating a high level of clients satisfaction?

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TOOLS TO FOLLOW AND MEASURE CLIENT SATISFACTION

ABSTRACT

According to ativo.com, we live in a country where the Cult of the body is becoming very important in people's lives. And according still with ativo.com, following this, the number of gymnastics academies has grown very much and Minas Gerais has become the second largest brazilian state in this sector. Nowadays, there are here 8200 gymnastics academies, 2800 clubs, stadiums and sporting centers. We can say that according to this number, the rendering of services is quickly developing itself. And how are the gymnastics academies in BH evaluating if their clients are satisfied or not with the quality of services rendered? This is a question that has to be answered as quickly as possible, so that we can have clients who are totally satisfied with the services rendered and to make us able to continuously improve the quality of our work. Due to that, a research was done in the gymnastics academies with the objective of evaluate some mechanisms that are used to measure client satisfaction and the rendering of services. 20 medium sized gymnastics academies were researched (300 to 2000 students – PEREIRA, 1996. Apud MARINHO, Luciana Cristina Figueiredo, ARAÚJO, Marcilene Canabrava, s.d.) from Savassi's PU (Planning Unity) region, composed of Santo Agostinho, Lourdes and Funcionários quarters, being 11 the number of those who answered the questionnaire, meaning that 91% make use of some type of tool to evaluate client satisfaction.

KEYWORDS: Client satisfaction evaluation – Medium sized gymnastics academies - services

OUTILS POUR SUIVRE ET MESURER LA SATISFACTION DU CLIENT

RÉSUMÉ

A partir de l' ativo.com, nous vivons dans un pays où le culte du corps est à chaque fois plus important dans la vie des personnes. Également d'après ativo.com, compte tenu de ce concept, la quantité de salles de gymnastique a considérablement augmenté et Minas Gerais tient la deuxième place brésilienne du secteur. Actuellement il existe ici 8200 salles de gymnastique, 2800 clubs, des stades et des centres sportifs. D'après ces chiffres, nous pouvons dire que le secteur de services est en train de se développer rapidement. Et comment les salles de gymnastique de BH évaluent-elles la satisfaction de leurs clients concernant la qualité de la prestation de leurs services? Il s'agit d'une question qui doit être répondue le plus rapidement possible pour que nous puissons avoir des clients entièrement satisfaits avec les services rendus et pour que notre travail soit sans cesse amélioré. A partir de ce point, une enquête dans les salles de gymnastique a été réalisée, dans le but d'expertiser quelques mécanismes d'évaluation de satisfaction ainsi que la prestation de services de ces dernières. Vingt salles de gymnastique moyennes ont été évaluées (300 à 2000 élèves – PEREIRA, 1996. Apud MARINHO, Luciana Cristina Figueiredo, ARAÚJO, Marcilene Canabrava, s.d.) de la région UP Savassi (Unité de Planification) formée par les quartiers de Santo Agostinho, Lourdes e Funcionários, étant donné que 11 ont répondu au questionnaire, ce qui signifie que 91% se servent d'un type d'outil pour mesurer la satisfaction du client.

MOTS - CLÉS: évaluation de satisfaction du client – salles de gymnastique de tailles moyenne – services

HERRAMIENTAS PARA ACOMPAÑAR Y MEDIR LA SATISFACCIÓN DEL CLIENTE

RESUMEN

A partir del ativo.com, vivimos en un país donde el culto al cuerpo se está volviendo muy importante en la vida de las personas. Aún de acuerdo con ativo.com, a partir de eso, aumentó mucho el número de gimnasios y Minas Gerais se transformó en la segunda mayor plaza brasileña del sector. Actualmente existen aquí 8200 gimnasios, 2800 clubes, estadios y centros deportivos. Podemos decir que según ese número, el sector de servicios viene desarrollándose rápidamente. ¿Y cómo los gimnasios de BH evalúan si sus clientes están satisfechos o no con la calidad de prestación de sus servicios? Esa es una cuestión que debe ser respondida lo más rápido posible, para que podamos tener clientes totalmente satisfechos con los servicios prestados y para mejorarnos continuamente en nuestro trabajo. A partir de esto, fue realizada una encuesta en los gimnasios teniendo como objetivo analizar algunos mecanismos de evaluación de satisfacción para evaluar la prestación de servicios de las mismas. Fueron estudiados 20 gimnasios de porte mediano (300 a 2000 alumnos – PEREIRA, 1996. Apud MARINHO, Luciana Cristina Figueiredo, ARAÚJO, Marcilene Canabrava, s.d.) de la región UP Savassi (Unidad de Planeamiento) formada por los barrios Santo Agostinho, Lourdes y Funcionários, siendo que 11 respondieron al cuestionario, lo que significa que el 91% utilizan algún tipo de herramienta para medir la satisfacción del cliente.

PALABRAS - CLAVES: evaluación de satisfacción del cliente – gimnasios de porte mediano – servicios

FERRAMENTAS PARA ACOMPANHAR E MEDIR A SATISFAÇÃO DO CLIENTE

RESUMO

A partir do ativo.com, vivemos em um país onde o culto ao corpo vem se tornando muito importante na vida das pessoas. Ainda de acordo com ativo.com, a partir disso, aumentou muito o número de academias de ginástica e Minas Gerais se tornou a segunda maior praça brasileira do setor. Atualmente existem aqui 8200 academias de ginástica, 2800 clubes, estádios e centros esportivos. Podemos dizer que de acordo com esse número, o setor de serviços vem se desenvolvendo rapidamente. E como as academias de ginástica de BH avaliam se seus clientes estão satisfeitos ou não com a qualidade de prestação dos seus serviços? Essa é uma questão que deve ser respondida o mais rápido possível, para que possamos ter clientes totalmente satisfeitos com os serviços prestados e para melhorarmos continuamente nosso trabalho. A partir daí, foi realizada uma pesquisa nas academias de ginástica tendo como objetivo avaliar alguns mecanismos de avaliação de satisfação para avaliar a prestação de serviços das mesmas. Foram pesquisadas 20 academias de ginástica de médio porte (300 a 2000 alunos – PEREIRA, 1996. Apud MARINHO, Luciana Cristina Figueiredo, ARAÚJO, Marcilene Canabrava, s.d.) da região UP Savassi (Unidade de Planejamento) formada pelos bairros Santo Agostinho, Lourdes e Funcionários, sendo que 11 responderam ao questionário, o que significa que 91% utilizam algum tipo de ferramenta para avaliar a satisfação do cliente.

PALAVRAS - CHAVES: avaliação de satisfação do cliente – academias de ginástica de médio porte – serviços.