



Planet Fitness creates a happy, healthy customer experience using feedback

Planet Fitness Atlantic Holdings, a leading Planet Fitness franchisee, uncovers the key factors impacting their customer satisfaction—and takes action using SurveyMonkey CX.



26%

Increase in NPS® since using SurveyMonkey CX

11k

Total responses collected

15

Hours saved per month on survey creation and reporting

THE CHALLENGE

Collecting and sharing customer feedback was manual and time-consuming

Planet Fitness Atlantic Holdings, a leading franchisee within the Planet Fitness system, strives to create a clean, safe, and judgement-free environment for its gym members. Gathering regular customer feedback is integral to attaining one of their top company goals: to deliver legendary customer service to their members at all times.

But after the group expanded to include 31 fitness clubs across Florida, New Jersey, and California, the manual feedback processes that were previously in place were becoming increasingly ineffective and time-intensive. For Director of Marketing Shannon Wilber, that meant hours of time spent sorting through customer feedback and manually creating reports.

To get feedback into the hands of club managers in time for them to take action on it and before it became stale and outdated, Shannon and her team were looking for an automated and sophisticated way to survey their customers and implement feedback across their fitness clubs.



Shannon Wilber
Director of Marketing

“We’re using Survey Monkey CX to gather Net Promoter Score data to understand what keeps our members happy and what our members might be looking for as they continue to use Planet Fitness.”

- SHANNON WILBER, DIRECTOR OF MARKETING



THE ANSWER

An automated, sophisticated solution for collecting, analyzing, and reporting on customer feedback

Planet Fitness leverages SurveyMonkey CX’s advanced reporting tools and automation capabilities, which save the team 15 hours each month—time that they previously spent manually setting up surveys, analyzing the results, and creating and sending detailed reports to each individual club manager.

Using SurveyMonkey CX’s Reports feature, Planet Fitness delivers a weekly report to executives’ inboxes so they can monitor how individual clubs are improving customer service metrics. Club managers also get a weekly report to understand key drivers for their gym, so they understand gym member expectations for their location and can affect change.

While reporting and automation have made life much easier, the team quickly discovered they were also getting immense value from the NPS Key Drivers analysis, which helps them identify which factors have the biggest direct impact on their NPS. Key Drivers questions can be customized so the team can understand whether locker room cleanliness, a friendly greeting, or workout equipment availability is most strongly correlated with customer satisfaction.

Revenue Impact analysis has also been helpful to connect customer experience improvements to the bottom line, so club managers can track the impact their efforts are having on the business.

“The whole process of sending surveys out to members is simplified and more user friendly. It’s great that we can give club managers an individual personalized plan on how to improve their customer service.”

- SHANNON WILBER, DIRECTOR OF MARKETING

Company

Planet Fitness

Use case

Customer satisfaction

Product

SurveyMonkey CX

Success factor

Faster, less manual feedback collection

Key drivers identified

THE TAKEAWAY

Faster feedback, more visibility, and happier customers

Using SurveyMonkey CX has enabled the Planet Fitness team to better understand their customers’ preferences and sentiment, while also providing visibility into the way club managers are implementing feedback and meeting gym patrons’ expectations.

By getting customer data into the hands of club managers faster, SurveyMonkey CX enables them to improve the customer service areas that they’re confident will be most meaningful to their members.