

Customer satisfaction survey for Fressi Sport and Wellness centre Myyrmäki

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| <p>This thesis was done for Fressi Sport and Wellness Centre Myyrmäki (Fressi Myyrmäki). The instructor of the thesis from Haaga-Helia was Eva Holmberg and from Fressi Myyrmäki Lari Pakkanen.</p> <p>The main purpose of this thesis was to solve customer satisfaction and the quality of the services for Fressi Myyrmäki, this enables Fressi Myyrmäki to stay up to date on which Sport and Wellness classes should be held and which one reviewed.</p> <p>In order to reach the main purpose of this thesis, customers were surveyed including the basic services, facility and additional services and also given the chance to give open feedback and recommend improvements between. The research was done in a form of a customer satisfaction survey in a quantitative research method. The target group was every customer or staff in Fressi Myyrmäki, both men and women of all age.</p> <p>This research can be considered as a benchmark for upcoming customer satisfaction surveys and provides Fressi Myyrmäki with information that helps them to improve the future business so that it can offer the customers the services based on their needs and wishes.</p> | |

Keywords

Quality of services, service, measuring the quality, customer satisfaction, customer satisfaction survey

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1 Introduction

The subject of this thesis is a survey for the customers of a domestic Sport and Wellness centre Fressi that started a new office in Myyrmäki, Vantaa. The purpose of the research is to gather information about the clientele of Fressi Myyrmäki and to study the customer satisfaction on overall operation, the services that are provided and the quality in general.

Fressi Myyrmäki is a brand new facility that started its operation in January 2016. The customer satisfaction or the quality of services has never been measured before in Fressi Myyrmäki. The research provides the customer a chance to express his feelings towards the new facility and the services. This enables the development of the future operations of Fressi Myyrmäki.

The theoretical part of this this explains about customer satisfaction and quality of services on the basic level. The main purpose of the theoretical part is to offer the company information about the factors of customer satisfaction and great service outcome. The theoretical part also indicates how the company can use service quality as a competitive stand.

The research was implemented as a survey. The aim of the research was to gather at least 50 respondents of different ages and both genders. The customers were given a chance to answer the survey by their own or they were interviewed one by one and the answers were written for them. By interviewing the customers I was able to guarantee that the answers were accurate and most importantly valid.

2 Fressi Sport & Wellness centre

Fressi is a Finnish Sport and Wellness centre that started its operations in Tampere, Finland. The first Sport and Wellness centre was opened in 1979, but at that time it was only meant for women. Fressi is owned by Fysioline –group which originates in Tampere, Finland. Fysioline is entirely a Finnish company that carries the ‘key flag’-sign as a proof of being a Finnish company. (Fressi 2016a.)

Fressi is the biggest Finnish Sport and Wellness centre in Finland. Today Fressi has taken its operations all around the country and Fressi now has 18 offices in various locations. All the current offices locate entirely below the northern line of Finland, mostly in the southern part of Finland. The most northern office locates in Oulu. Fressi offices locate in:

- Helsinki
- Espoo
- Vantaa
- Tampere
- Ylöjärvi
- Lahti
- Mikkeli
- Kuopio
- Seinäjoki
- Oulu (Fressi 2016a.)

Most of the offices are located in Helsinki, Espoo and Vantaa area.

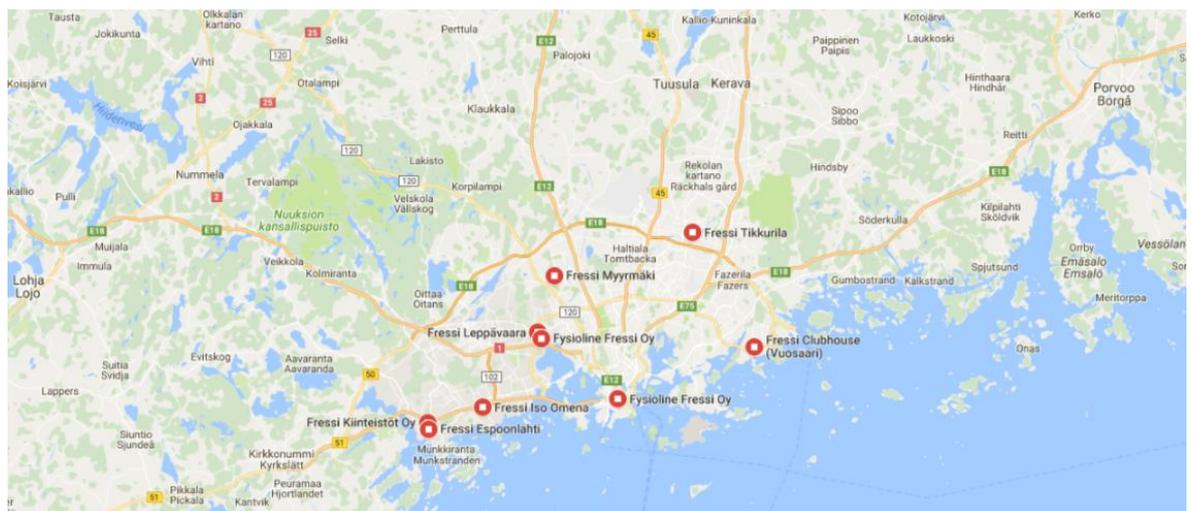


Figure 1. Fressi Offices in Helsinki, Espoo and Vantaa area (Google Images 2016a.)

Today Fressi offers their diverse services for people of all shape, size or gender. All offices are spacious and full of nature's own light. The relaxed atmosphere brings good mood and a new vibe for the rest of the day. Each office has a gym, group exercise services and a wide set of ancillary services. Fressi is more than just a gym. It might look like a gym, but once the customer enters the building, the customer discovers a whole new world. Fressi is a community of comfort. It is a place where exercising is fun. (Fressi 2016a.)

Fressi offers services such as the gym, group exercise services and ancillary services. Fressi does not compete with prices, but instead it invests in their services. The gym is filled with top class equipment which make the exercising easy and fun, but most importantly it also suits athletes that are more advanced. The group exercise services have their own space in the Fressi buildings. These rooms are spacious and they are equipped with an effective air condition. The group exercise services offer live-sessions for growing muscle or a chance to work on your cardio. There are also a lot of choices in the ancillary services such as a personal trainer, baby sitting while training, sauna, massage and body analysing. (Fressi 2016a; Fressi 2016b.)

Fressi has an excellent website with many commands and easy to use. The website is very clear and has a search engine if the user wants to find something specific. The tabs include; why choose Fressi, services, list of the centres, job advertisements and blogs. The website also includes a timetable for everything so you can plan your exercises from home or work. There is a live-chat for any urgent questions where the staff does everything to answer your problems. The blogging tab enables users to read stories from other Fressi customers about their training experiences. (Fressi 2016c.)

2.1 Fressi Myyrmäki

"Ei ole ihan sama missä treenaat – varmista paikkasi lippulaiva-Fressissä!" (Or as the translation goes: It does matter where you exercise – confirm your place in Fressi-flagship) (Fressi 2016d.)

Fressi Myyrmäki is located in Myyrmäki, Vantaa. Fressi Myyrmäki started its operations in January 2016. As a grand opening special, Fressi Myyrmäki had its doors open for everyone around so that they could give it a free spin. Having their doors open for a couple of days for free, Fressi Myyrmäki was filled with enthusiastic trainers. Fressi Myyrmäki contains 2 floors. The helpdesk, locker rooms, gym and ancillary services such as sauna and infra-red sauna are located in the first floor. The second floor contains large rooms for the

group exercising services and child services including babysitting and a child minder for older children. Fressi Myyrmäki invests in quality and the group exercise services. (Fressi 2016d.)

Fressi Myyrmäki is located at the Myyrmäki Sports Park. A Finnish translation for Myyrmäki Sports Park is called Myyrmäen urheilupuisto. Myyrmäki Sports Park contains a large inside football hall, a football stadium, a sports hall, two ice rinks and an athletics field. Fressi Myyrmäki does not belong to the Myyrmäki Sports Park, but just happens to locate nearby. The location is perfect for Fressi, because of all the athletes that use Myyrmäki Sports Park bring many customers to the Myyrmäki office. (Fressi 2016)

Myyrmäki Sports park in its entirety.



Figure 2. Myyrmäki Sports park (Google images 2016b.)

Fressi Myyrmäki is one of the latest offices of Fressi and that is why it is built as a modernistic centre. The entire facility consists of 2200 square meters, whereof the gym covers 600 square meters. The child service facilities are the biggest in the country and there is two large rooms for group exercising instead of one room. Fressi Myyrmäki also offers outside activities by hosting yoga classes out at the local parks or even bigger facilities than what they can offer. These happenings are usually promoted at the website and local areas via social media etc. (Fressi 2016d.)



Figure 3. Fressi Myyrmäki facility (Google Images 2016c.)

2.2 Fysioline Ltd.

Fysioline Ltd. serves in the sports, rehabilitation and welfare grounds. Hospitals, rehabilitation centres, physiotherapists, pharmacies and sport & wellness centres are the main customers of Fysioline. It is the marketing leader in sport and rehabilitation products in Finland and provides 75 workplaces. (Fysioline 2016a; Fysioline 2016b.)

2.3 Myyrmäki

Myyrmäki is located in the western section of Vantaa. Vantaa is located in south Finland just near Helsinki and Espoo. The largest Finnish airport is called Helsinki-Vantaa airport and is located in Vantaa. Myyrmäki is one of the biggest cities of Vantaa and has the population of 53,000 people. (Vantaa 2016.)

Myyrmäki is known for its shopping centre Myyrmanni and the Myyrmäki Sports Park. The shopping centre is located just by the railroad that runs all the way through Vantaa to Helsinki. Myyrmanni used to be the largest shopping centre in Vantaa, before Jumbo was built. The sports park in Myyrmäki acts as the main sports park in Vantaa. Myyrmäki has basically everything; primary schools, universities, shopping centre, good transport connections and industrial estates offering plenty of jobs. (Citycon 2016.)(Vantaa 2016.)

2.4 SWOT analysis

This SWOT analysis will define the strengths, weaknesses, opportunities and threats of Fressi Myyrmäki. The analysis will help to identify opportunities that could be exploited. Acknowledging weaknesses helps to eliminate future threats.

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|---|--|
| Strengths New facility Domestic (key flag -sign) Wide range of services Relationship selling | Weaknesses Price Brand power Marketing deficiencies |
| Opportunities Service New technology Location | Threats Price-oriented gyms Increased competition Limited ability to develop |

Figure 4. SWOT analysis

2.4.1 Strengths

The strengths of Fressi Myyrmäki are; new facility, domestic company, wide range of services and Fressi is relationship selling. The new facility is a strength because everything is simply new in the facility. New equipment, new facilities, new air conditioner and the new building attract people to visit Fressi Myyrmäki. The new equipment also has a long lifespan, the devices included.

Fressi Myyrmäki is a part of the domestic Sport and Wellness centre that operates only in Finland, this is one of their greatest selling points. Fysioline Ltd. offers Fressi domestic services and products that are sold forward by Fressi. Fysioline Ltd. has a long history in sports and health related concepts. Fressi is the largest domestic Sport and Wellness centre in Finland.

Wide range of services is something that Fressi invests in every Fressi location. Fressi does not compete with prices, but rather with services. Fressi Myyrmäki offers plenty options of different services. One of the greatest selling points in services is the child care

which enables parents to train while their children are being taken care of. Fressi also invests in group exercise and offers classes daily from the morning all the way to the closing time.

Fressi is a relationship selling Sport and Wellness centre. This means that Fressi aims to know personally each of their customer. Knowing the customer helps to create a better atmosphere and makes the customer feel welcome. The goal in relationship selling is that the customer will most likely visit Fressi more often, or in the best case the customer will want to buy a membership.

2.4.2 Weaknesses

The weaknesses of Fressi Myyrmäki are; price, brand power and marketing deficiencies. The price is the most crucial weakness for Fressi, because it is the most talked about topic among the customers. If the prices are compared to the competitive businesses, it shows that Fressi's prices are higher than average. Cheapest prices rotate around 20-25 euros for a one month membership, but Fressi's cheapest membership prices are double the price. Expensive prices may affect in the amount of the customer base.

Brand power is also a weakness that should be payed attention to. Fressi promotes itself as a domestic brand, but in the customers perspective it might not seem as good as the competitive businesses. By taking a look at the world statistics, most of the competitive brands also operate in other countries. Running a business in multiple countries is a proof that the business is worthy and functional. When a business is functional, it makes profit, by profit the business can invest in advertising and can strategize lower prices etc. When the customer finally has to make a decision choosing domestic Fressi or a competitive business that runs a functional business in multiple countries, the answer in most cases is the competitive business.

The last weakness of Fressi Myyrmäki is the marketing deficiencies. Fressi mainly promotes using social media and taking advantage of free marketing channels. The advertising of the new facility Fressi Myyrmäki was carried out badly. This was seen at the open days of Fressi Myyrmäki where customers around the area were able to visit Fressi and try its facilities and equipment. The amount of visitors during those days was very low. Fressi needs brand recognition to make it a better business.

2.4.3 Opportunities

The opportunities of Fressi Myyrmäki are; service, new technology and the location. Service is the main factor in all businesses. When service meets the customers' expectations the business build good reputation, possibly attains new customers and makes profit. The service in Fressi Myyrmäki is exceptional and it is praised by customers. The staff is mostly young and multilingual which makes the service easier for the customer. Customers are welcomed every day and they are familiarized with the facilities and equipment so it is easier to start the training.

The new technology signifies that everything runs smoothly with a long life span. New technology arouses interest and helps to get the most out of training. New technology also guarantees that the system is functional in contrast to older equipment that might not work. For an example if a gym has a faulty air conditioner, it affects the gym visitors.

Fressi Myyrmäki was built next to the local Sports Park. The Sports Park is filled with athletes who train daily and teams which are eagerly looking for gyms with great quality. The Sports Park brings in more customers to Fressi. Fressi should definitely think of a marketing strategy how to get more the visitors from the Sports Park join Fressi as members. Fressi Myyrmäki locates within a walking distance of the bus and train station.

2.4.4 Threats

Most definite threats for Fressi are; price-oriented gyms, increased competition and limited ability to develop. The competition is a challenge for businesses and without a proper marketing strategy the business will not make profit. The local gyms compete with prices whereas Fressi competes with services. The price-oriented gyms are doing much better profit and attaining more customers, because price is a contributing factor in gyms today.

The increased competition is a threat because the competitors are able to compete with almost any means. As a domestic brand, Fressi has its own company culture and it tends to stick to the regulations. The competitors instead make changes to their marketing strategies and offer special prices or make investments on top class equipment from abroad. Statistics show that the younger generation favours cheaper prices and the older generation wants quality equipment.

Fressi has a low ability to develop, because it has a strict company culture and operations are executed by those regulations. Fressi will not make changes to the prices and the

equipment is ordered and delivered by Fysioline Ltd. By simply reviewing the company culture and making slight changes to especially the services, Fressi could lower their prices which would attract more the younger generation.

3 Quality of services

3.1 What is service

``Service is something you can buy or sell, but it is not something you can drop on your toes`` (Grönroos 2009, 77.)

The word 'Service' has many meanings. Service can be done personally by a person or it can be service as a product, product service. Service is an act, action or a performance where the customer is offered something intangible. Service produces the customer added value. The aim of service is to offer the customer time saving, comfort and convenience as a bonus to build good reputation and lifelong trust. A single item can be service, if the delivery of the item is attached in the deal. (Grönroos 2009, 76.)

There are three basic characteristics of service, and these characteristics are:

1. Service is a process which includes functions or a specific set of functions
2. In some cases services are produced and consumed simultaneously
3. The customer also participates partly in the production process of the service

The most important character in services is the nature of processing. Services consist of a set of processes where people and other physical resources, information and infrastructure are being used. Most of the other features in services are a result of the nature of the process. (Ibid, 79.)

Quality control and marketing is almost impossible to implement in the basic way, because service is not something concrete, a process of many functions or which are even produced and consumed simultaneously. A reason for this is that there is no pre-produced quality that can be measured or experimented before the service is sold or consumed. (Ibid, 80.)

The third and last characteristic of service highlights that the customer is not only the one who receives the service, but also participates in the service process as a production resource. In short words; the customer is the co-producer of the service. (Ibid, 80.)

3.2 Service as a competitive tool

The competitive advantage of a company depends on the quality of products and service offered by the company. Quality can be the basis of the competitiveness in the service access, but which of the dimensions is the most important feature of an excellent overall

quality? Unless the company can answer in simple questions such as Why or How, it is most likely going to lose its competitiveness stand. (Ibid, 104.)

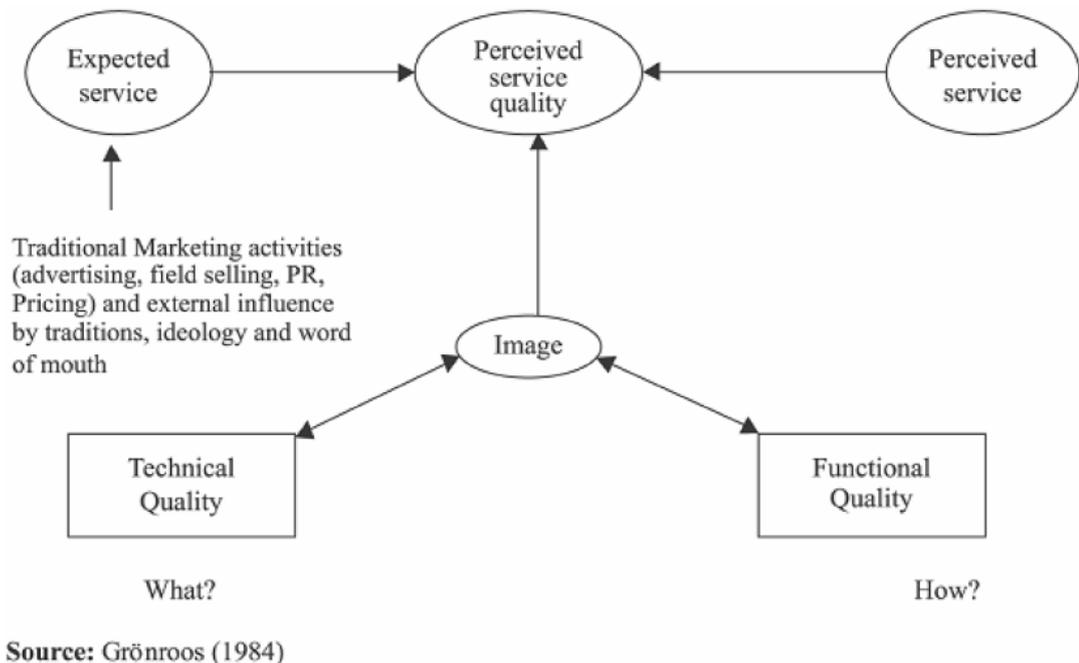


Figure 5. Grönroos Model of Service Quality (Researchgate 2016.)

In quality related matter the attention is too much in the technical quality aspects. Technical quality strategy is beneficial when the company is able to create something so good that the competitors are unable to match with it. Fressi does not compete with its prices, but instead it invests in services such as the group exercise, facilities, massage, sauna, infra-red sauna, personal trainers and baby-sitting services. Fressi might seem expensive to most of the customers who are not looking for services, but only the gym and the facilities. Fressi will however maintain its high prices, covering up the costs by great services and the Finnish quality. (Fressi 2016.)

Today technical strategizing works only in few occasions, because companies are able to match with the technical quality. Achieving the technical advantage is nearly impossible, because in most fields the competitors are able to bring similar products surprisingly fast to the same market. Even though the company is able to create a perfect technical solution, the success is not guaranteed if the functional quality of the process is insufficient. The functional quality of the process is insufficient when the interactions are badly lead or put to action. (Grönroos 2009, 104.)

“Competitive differences need to be emphasized” (Hyken S, 2016.)

The most important thing to do is making sure that the customer knows that he has made the right decision choosing your company by doing business with you. Making sure that the customer understands that your company has something entirely different than the competitor gives the customer something to think about but most importantly the company gains the customers interest. By somehow constantly reminding the customer the company constantly reminds the customer that he has made the right decision by choosing this particular company to do business with. Perfect technical service is not always enough, the service itself needs to be also great quality. In vice versa if the goal is to offer the customer a long lasting collaboration and if the customer wants the entire service to be the best possible service then the technical service needs to be also high-quality. When the end result in service quality or technical quality is the same with the competitor then the quality of the functional quality of the service process determines the winner. (Grönroos 2009, 104.)

3.3 Measuring the quality

Quality measurement has taken big part in companies for a long time now. It is highly important to measure the quality of the service that the customer receives. The most common way is to measure the customer satisfaction to the quality. Companies however focus on developing tools to measure the service quality. There are two types of tools to measure the quality:

- Attribute-based tools are the most common models used to measure service features based on the attributes. The most known attribute-based tool is called SERVQUAL-method. It is a quality management framework. This method is used to define the attributes that illustrate the service features. After gathering the attributes, the customer is being asked for a grade for the service based of the attributes.
- Qualitative tools are used to evaluate most critical cases. Qualitative tools are used much more rarely, because of the attribute-based tools. The respondents describe their view of the service or the meetings that happen part of the service. The most common model of the qualitative tools is the critical event model. (Ibid, 113-104.)

SERVQUAL-method is used to compare the customers' expectations of upcoming service versus their experiences from the service they receive. The method consists of 22 questions. The method is based on 5 factors which are; reliability, assurance, tangibles, empathy, and responsiveness. These factors determine how customers experience the overall service quality. These factors are in most cases described as 22 attributes and the respondents are given 7 different options to choose from to describe their experience to the

service. The seven options describe the customers feeling regarding the service between "I agree" to "I totally do not agree". Based on these options it is possible to determine the overall result. (Ibid, 116-117.)

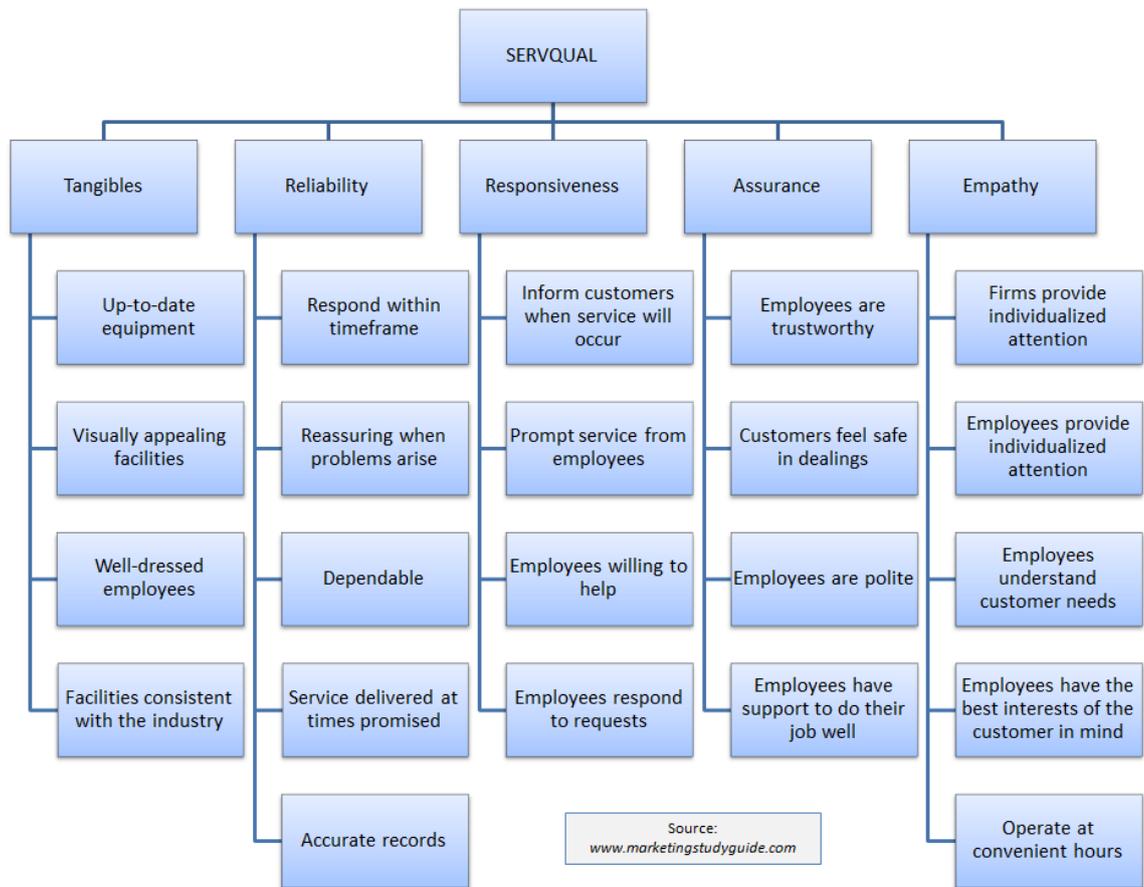


Figure 6. SERVQUAL factors (Marketingstudyguide 2016.)

4 Customer satisfaction

4.1 Customer

What is a customer? A customer can be a person or a company that buys services from a person or a company. The customer is the most important factor for businesses in the business world. An organization will not work without having customers. Customers create the cash flow and thus promote the business activity. Customer pays for the outcome of the business service, but if the customer chooses differently, it is usually a sign that something is wrong with the service outcome. In these cases the business needs to rethink how to improve its service or product so it can compete with the other companies. (Marketing-teacher 2016.)

There are two kinds of customers in the business world. C2B customer interacts with the business directly. C2B stands for customer-to-business, which means that the customer buys the goods or services straight from a business. For an example the customer walks into a market with fish vendors, fruit vendors and other types of vendors. The customer decides to buy fish from the local fisherman, so the customer then interacts with the fish vendor and pays for the fish. In this case the customer does business directly with the local fish vendor and its business. (Ibid)

When a customer interacts directly with another customer it is called C2C business. C2C business stands for customer-to-customer business. Customer-to-customer business happens when a customer, in this case the vendor, wants to sell something he owns but does not need anymore. In Finland there is a website called Tori.fi that enables people to sell mostly goods to other people. In this case when a person buys something directly from another person without any business participating, it is customer-to-customer business. (Ibid)

4.2 What is customer satisfaction

Customer satisfaction is something that consists of many things. Customer satisfaction is the outcome of how the customer experiences a product or service offered by a company. The company builds expectations which then are fulfilled or not. The company goal is to fulfil the customers' expectations toward the service. When the experience meets with the expectations, they form the satisfaction. Companies use customer satisfaction surveys to

gather information about customer experiences, but most importantly about the customer satisfaction. (StudyAcademy 2016.)

There is an old saying that the customer is always right. This means that the customer is usually treated as a special guest or imagining the customer is like the CEO that you want to impress by treating him well. The company goal is to give the customer the attention he wants and most importantly fulfil the customers' needs or expectations. It is very important for the company to make the customer feel satisfied and that the company knows when the customer is satisfied. Acknowledging whether the customer is satisfied or not, helps the company to know how to proceed in future business plans. (Managementstudyguide 2016.)

4.3 Company culture

Company culture is the way how the company operates. How a company competes and operates is all about the company culture. All employees follow certain rules and that is the company culture. Company culture consists of the product, sales and post-sales activities. The company culture may either make the business efficient or it can destroy the business. (Thebalance 2016.)

Company culture changes all the time. When an old employee leaves the company and a new one is hired, the new employee might bring new ideas and ways to operate. These new ideas how to operate bring changes to the company culture. It is highly recommended to not just go ahead and make things in your own way, but rather obey the company culture and its rules. When the time is right then promote your ideas for a better change in the company culture. (Ibid)



Figure 7. How culture is created (Halogensoftware 2016.)

4.4 Customer satisfaction survey

A survey is a tool of data collection that is used to find information about people, information such as their thoughts, opinions and feelings. A survey is used to evaluate many things such as advertising, marketing directors or even political candidates. Surveys are based on questions that are presented to people. A survey can be executed in two ways. One way of doing a survey is in the form of an interview where the researcher asks the target person/group some questions. The other way of doing a survey is in the form of a questionnaire where the target person fills in the information by themselves.

Creating a survey includes plenty of steps. These steps are:

- Defining the questions to be answered
- Designing and running a test on the questionnaire
- Training the field workers (if there are any)
- Explaining and teaching the technique for cross validation
- The final analysis

The benefits of a survey

- Cheaper than other data collection tools
- Fast to create and easy to manage
- Can be used to gather information on various things, including personal facts, past behaviors, opinions and even attitudes

Disadvantages of a survey

- Poor planning and managing may weaken otherwise well-designed studies
- Answers might not be accurate or valid
- Response rates may affect the result (B2binternational 2016.)

5 Research method

5.1 Research problem

The research problem of this thesis was to solve how satisfied the customers are in Fressi Myyrmäki. The main purpose of this thesis was to solve what is the customer satisfaction level. In order to reach the main purpose of this thesis, customers were surveyed including the basic services, facility and additional services. The customers were also given the chance to give open feedback and recommend improvements.

Fressi is a domestic sport and wellness centre and they provide the customers Finnish equipment and devices. Fressi does not compete with prices; instead it invests in the services such as the group exercise, massage, infra-red sauna, sauna, child care and personal trainers. The services are the reason why Fressi wanted to find out if the customers are satisfied with the quality. During the research also the amount of customers participating the group exercise was measured and the favourite group exercise classes were listed. By doing this Fressi is able to stay up to date on which classes should be held and the classes that are not so popular could be reviewed.

The research provides Fressi Myyrmäki information that helps to improve the future business so it can provide the customers what they need.

5.2 Research method and the target group

The research was done in a form of a customer satisfaction survey in a quantitative research method. Quantitative research method is used to measure numbers and percentages. Quantitative research method is an ideal method to measure customer satisfaction and quality of the service. Each customer had the opportunity to fill in the survey or give an interview. The target group was every customer or staff in Fressi Myyrmäki. These customers were men and women of different ages.

The survey was implemented as questionnaire in a paper form 17.-21.10.2016 (APPENDIX 1). The forms were filled in anonymously. Customers were able to fill in the form during the week and in the end of the week the forms were collected and later analysed. Fressi promoted the survey on Facebook to give visibility to the questionnaire. The author of the research spent each day during the week in Fressi Myyrmäki by interviewing customers and encouraging them to fill in the forms. The goal was to reach at least 50 forms. The final count of the filled forms was 38, which was 12 forms beneath the goal.

5.3 Analysis of the research data

The research material was first revised by hand. The forms were then numbered to simplify the analysis. The research material was first calculated and analysed on paper. After having all the results on paper, the results were typed into Microsoft Excel. Charts were then created by Excel on the written results. All the 38 forms were counted and none was wasted during the analysis. After having all the charts done on Excel, the charts were then transferred on the research report. Each chart is explained briefly about what is being measured and why. The results are also explained in addition to the chart. All the research results are valid and none of the information has not tampered.

The research process was challenging all the way from the beginning of the project. The greatest challenge was contacting the Fressi official, who supervised the research. The start of the survey kept on being delayed month after month. Finally at some point the Fressi official was contacted and told that the work has to start now or the subject will have to be changed. A date was finally set and the survey was executed.

5.4 Reliability and validity

The goal was to gather 50 forms, but the overall result was 38 forms. The goal was to gather as many forms as possible so that the results can be considered statistically. The target group was men and women of different ages. The research can be considered reliable and valid despite that the goal was not reached. The overall amount of customers in Fressi Myyrmäki is not known, so the overall percentage cannot be calculated. The daily customer base varies.

This research was done as the first customer satisfaction survey for Fressi Myyrmäki. This research can be considered as a benchmark for upcoming customer satisfaction surveys. The services that are measured in this research does not change, so the research is repeatable. The principles of customer-oriented company are identical.

6 Results

These results are gathered from 38 forms that were managed to gather during the week of surveying customers in Fressi Myyrmäki. The goal was to attain as many forms as possible so that the results can be considered statistically. The forms were handed to customers during the week and all forms were collected in the end of the week. The forms were not able to be left on the Fressi helpdesk due to Fressi regulations. Most of the forms were filled by the researcher during an interview. In this chapter the results are revealed in charts and are the purpose of the questions are explained briefly.

The customer information charts in subchapter 6.1 include averages of numbers and percentages. Subchapters 6.2, 6.3 and 6.4 include averages from the scale of 1 to 5 given by the customers. Number 1 represents the weakest number and 5 is the best. Subchapter 6.5 the figure 18 shows that not everyone uses the group exercise service. Figure 18 shows how many times per week do the group exercising customers attend those classes. The number in brackets indicates the amount of people. This chapter ends with the open feedback given by the customers.

6.1 Customer information

These charts (Figures 8-14) represent the basic customer information. The charts include numbers and percentages of customer amounts. In this chapter 38/38 respondents replied in each section.

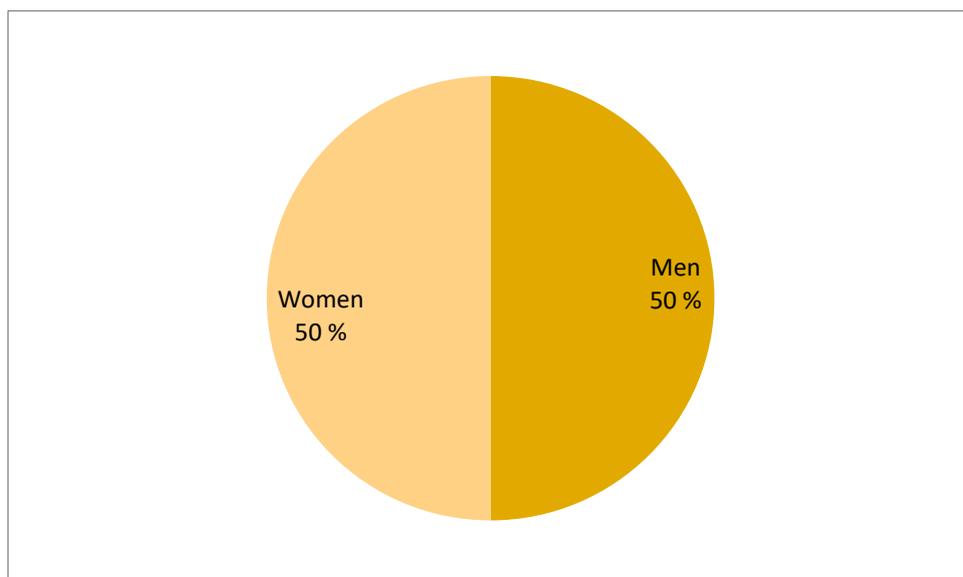


Figure 8. Customer gender distribution of the respondents (n=38)

Figure 8 shows that 50% (19) of the respondents are women and 50% (19) are men. The goal was to get a gender distribution as small as possible. As the results show the distribution is half men and half women exactly so the goal was reached.

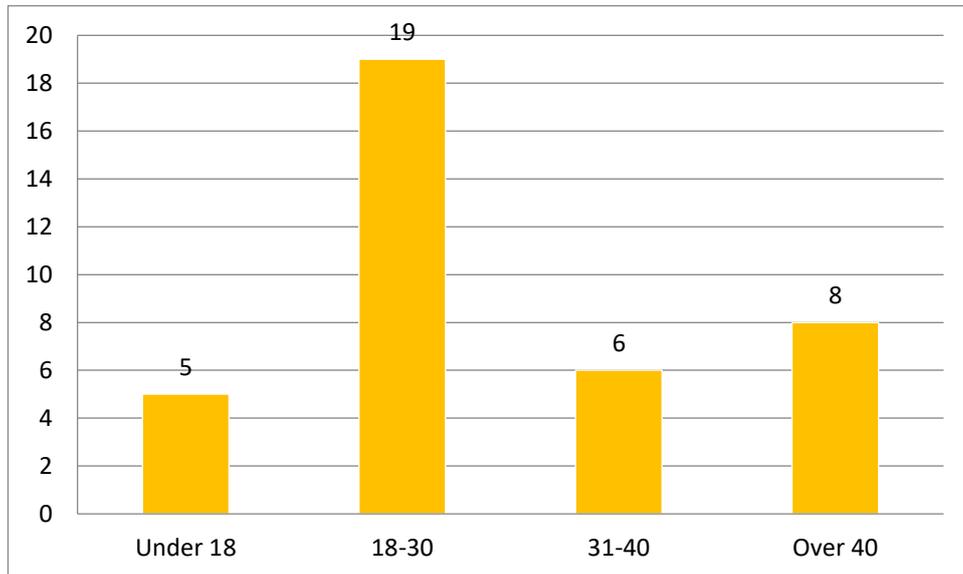


Figure 9. Age distribution of respondents (n=38)

This chart shows the number of each age category of the respondents. Out of 38 respondents 5 were under 18 years old, 19 were between 18 to 30 years, 6 were between 31-40 years and the rest 8 respondents were over 40 years. The aim of this chart was to find out what age category is the most common. Fressi offers its services for customers of all age, but aims to attract more of the younger generation to join as members.

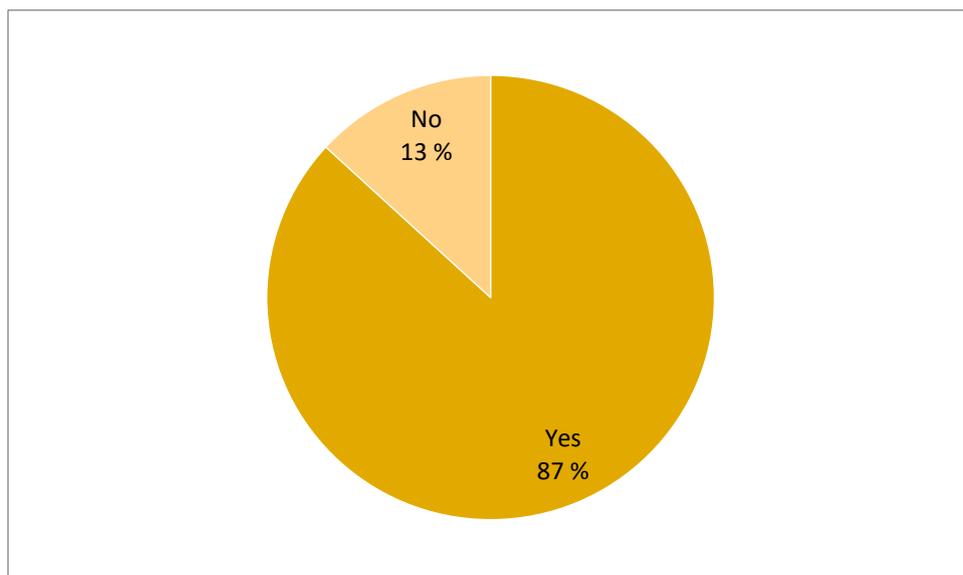


Figure 10. Member distribution of respondents (n=38)

Figure 10 shows how many of the respondents were already members of Fressi. 87% (33) of the respondents were members and 13% (5) did not own a membership. Overall 33 respondents out of 38 were members. Customers that did not own a membership were asked if they were interested of paying for the membership and the results were surprisingly negative. The reason for this was simply the price.

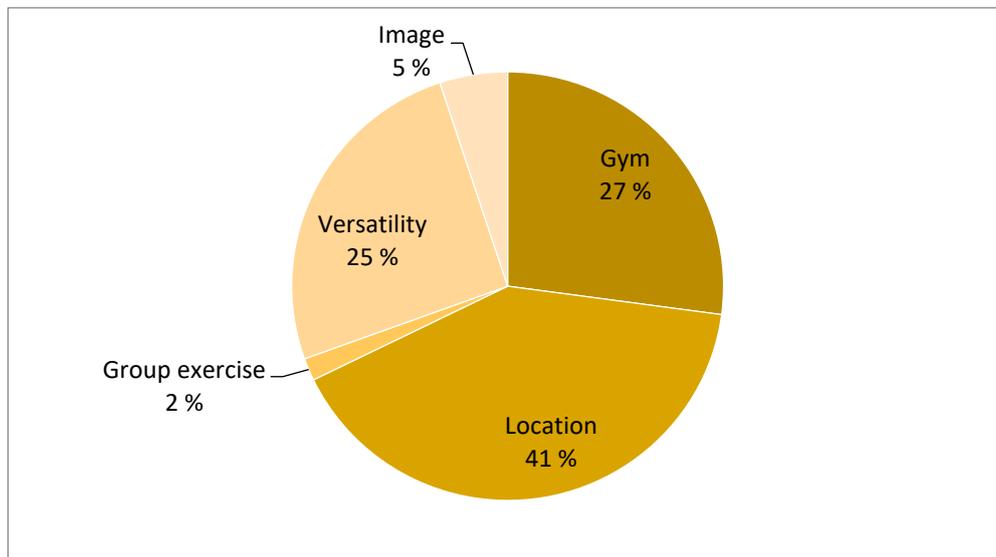


Figure 11. What made the customer choose Fressi (n=38)

Figure 11 shows why customers chose the services of Fressi. In this section each customer had the opportunity to mark multiple choices. Few of the choices clearly received more votes. 41% (24) chose Fressi because of the location, 27% (16) gym, 25% (15) versatility, 5% (3) image, 2% (1) group exercise and none of the respondents chose Fressi for the price. Overall the 38 customers' marked 59 options altogether. These results provide Fressi information about what satisfies the customer in the basic level. Through these results Fressi is can acknowledge on which factors need to be improved. According to the results image, group exercise services and the price needs to be reviewed and improvements would be necessary.

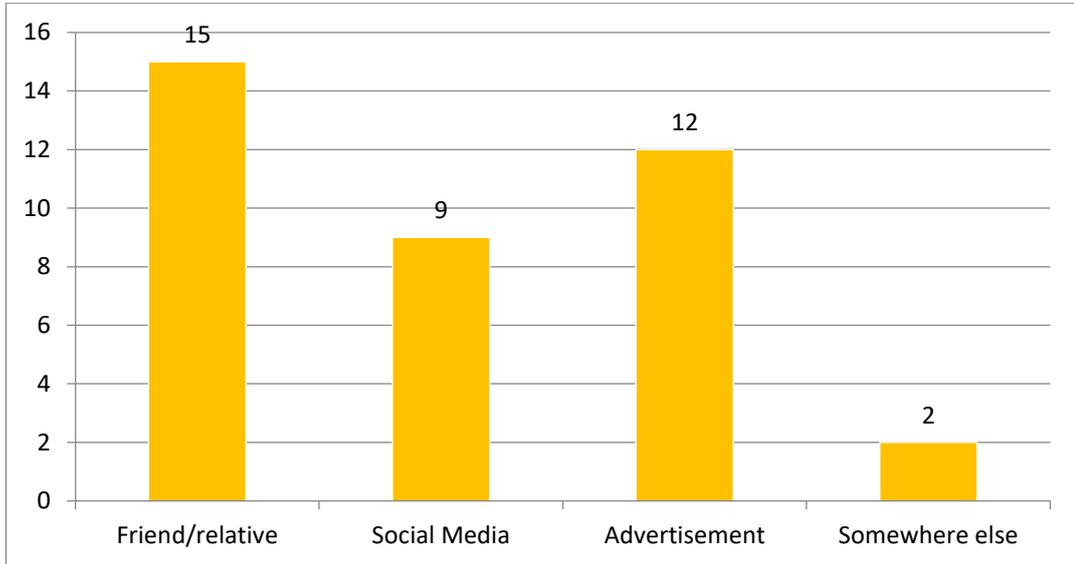


Figure 12. How did the customer hear about Fressi (n=38)

Figure 12 presents the sources of how the customer got familiar with Fressi Myyrmäki. The purpose of this question was to find gather information related to Fressi's marketing. These results help Fressi plan its future marketing strategy. Most of the customers (15/38) heard about Fressi from a friend or relative. This indicates that most of the customers hear about Fressi through word-of-mouth marketing. Fressi aims to attract more customers by the recommendations of current customers.

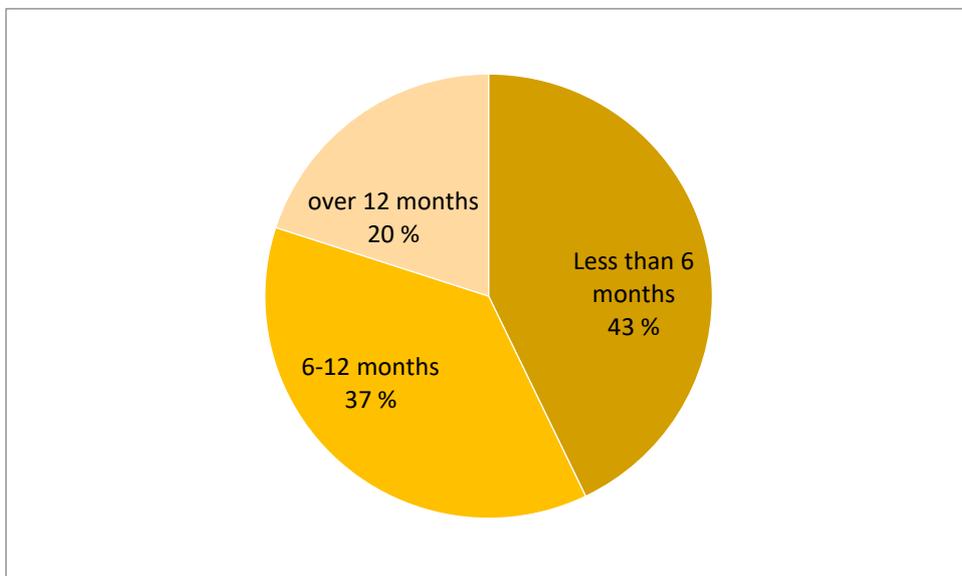


Figure 13. How long has the customer been a member (n=35)

43% (15) respondents have been a member for less than 6 months. 37% (13) have been a member for 6-12 months and 20% (7) over 12 months. Fressi Myyrmäki started its operation on January 2016, hereby over 12 month members got their membership from another Fressi location.

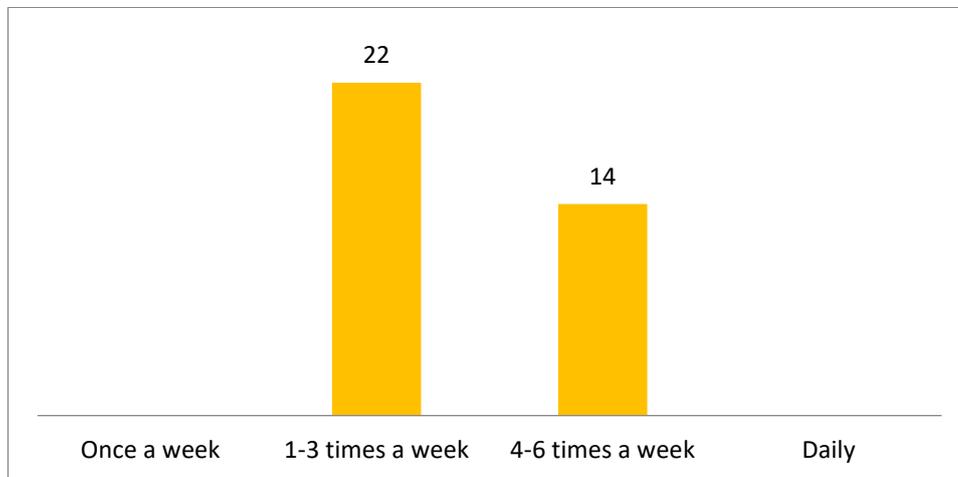


Figure 14. How many times does the customer train per week (n=36)

This chart shows how many times a customer visits the premises per week. 22 customers out of 36 visit Fressi 1-3 times a week and 14 people come 4-6 times a week. None of the respondents visit the premises once a week or daily. 2 of the respondents were only visiting Fressi during the survey week and could not reply on this matter. This question was meant for members only.

6.2 Basic services

In this subchapter the customers were asked to give a grade from 1 to 5 how they feel about the basic services such as the staff, helpfulness, visiting hours, price level and the Fressi website. Number 1 represents the weakest number and 5 is the best. The results give Fressi information about the customer satisfaction level. 38 out of 38 replied.



Figure 15. Averages for basic service (n=38)

As figure 15 shows, the customers are very satisfied with Fressi staff. The staff reached an average of 4,5 and the helpfulness received 4,1. Visiting hours was given an average of 4,2. Each of these factors were above 4 so they can be considered as excellent work. The website got an average of 3,7 which is good, but the price level had the worst average of 3. The results indicate that the customers are not satisfied with the price level.

6.3 Facility

Fressi Myyrmäki was opened in January 2016. These features were measured in order to find out the satisfaction rate for the facility and the equipment. Results are presented as averages given by the respondents. Each respondent (38) replied into all options but one, which was meant for those who participate in the group exercise classes. Part "Group exercise room" only received 22 replies out of 38.

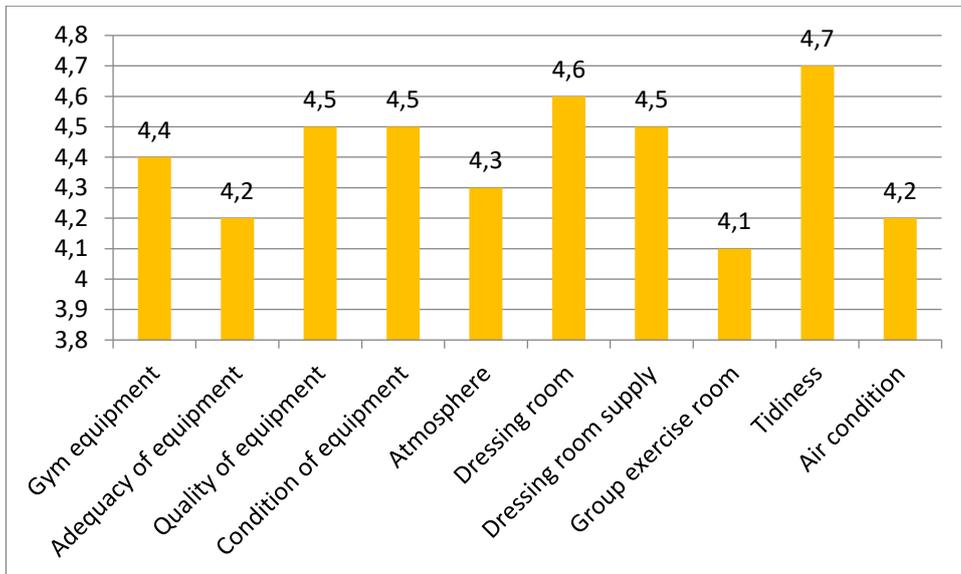


Figure 16. Averages for facility (n=38)

Every option got an average of over 4, so overall the customers are very satisfied with the facility. None of the options stand out, the average of each option is at the same level. Based on these results we can conclude that the customer satisfaction related to the quality is as it should be. Most of the respondents gave special thanks for the new facility and top class technology.

6.4 Services

The services cover all the services that Fressi invests in. Fressi uses their services as a competitive tool rather than competing with prices. These results determine whether Fressi has reached its goal or should the services be reviewed and improved. Fressi offers their diverse services for people of all shape, size or gender. Fressi Myyrmäki offers services such as Group exercise, infra-red sauna, massage, personal trainer and child care.

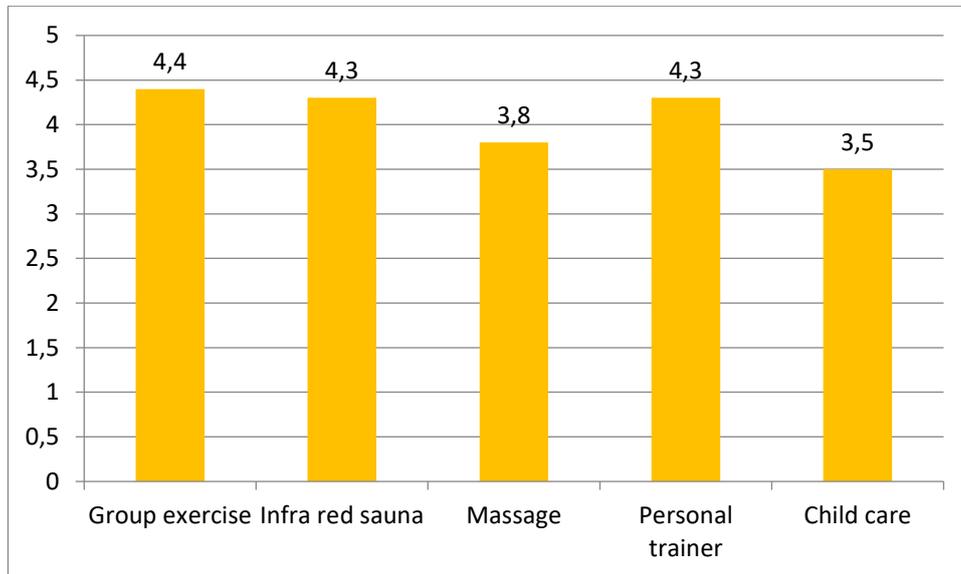


Figure 17. Averages for services (n=38)

The results show that customers are satisfied with the services. The group exercise, personal trainer and infra-red sauna received the best feedback and their average was above massage and child care. Massage and child care received good feedback and their average is good, but as the results show they need to be improved. All respondents did not reply on the services, because a fraction of customers only use the gym services. Massage and child care received only 11 replies out of 38 respondents. This indicates that only a small fraction uses massage and child care services.

6.5 Group exercise

12 respondents out of 38 use the group exercise services and this subchapter shows how many times per week the respondents attend the classes. Group exercise classes are held daily from the morning to the closing time. The classes vary and there is a wide range of diverse exercising styles.

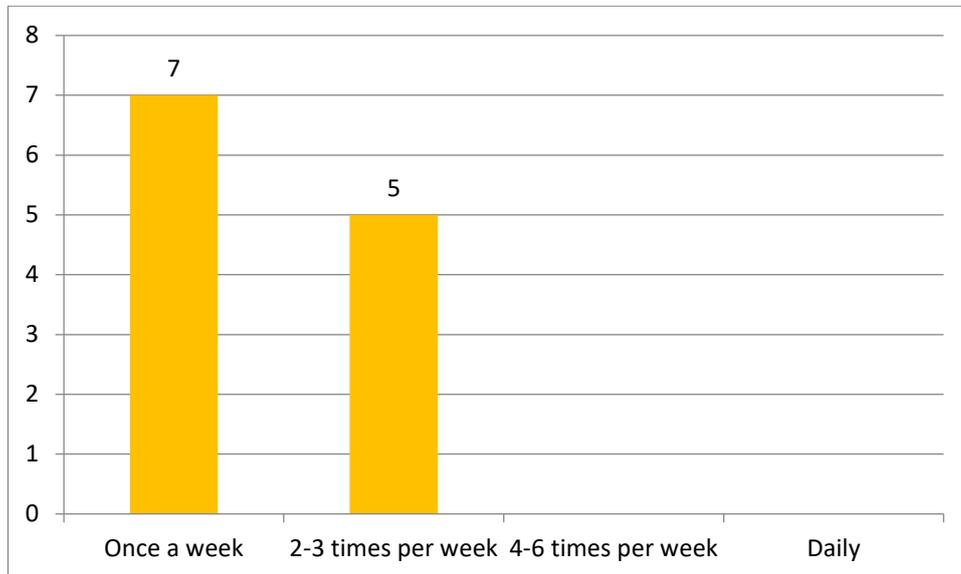


Figure 18. Group exercise (n=12)

The results of figure 18 show that none of the respondents participate group exercise classes no more than 3 times per week. 7 of the respondents take classes once a week and 5 respondents 2-3 times per week. When the respondents were asked to describe the contact hours, the common feedback was good. Some respondents requested for more of contacts hours that they favoured.

6.6 Open feedback

Customers were given the chance to leave open feedback in the end of the customer survey. The open feedback was meant for ideas for development mostly. The most frequent comments of the open feedback were:

- Equipment should be serviced more frequently
- Opening hours till 24.00
- Massage needs marketing and should be sold to customers more often
- The price could be brought done
- More group exercising classes
- Equipment should have instructions for the user
- Price category without extra services
- Child care services need more staff -> too few staff in relation to children
- More mirrors into locker rooms
- More information of services, especially the massage service
- Jumping obstacles to the gym
- Special thanks for Heikki at the massage service

7 Discussion and suggestions

The process of this thesis was overall a very challenging project. The most challenging factor during the thesis process was keeping contact with the contact person at Fressi. During the process the contact person of Fressi changed into another person and thus this new person could not stay in contact because of all the hard work he was under. The lack of communication was contributed in delay of the research.

The customer satisfaction or the quality of services has never been measured before in Fressi Myyrmäki. Fressi's request was to measure the customer satisfaction on basic level and find out about customers thoughts about the quality of services and equipment. The research was implemented in a form of a survey. The aim of the research was to gather a minimum of 50 respondents of different ages and both genders. The customers were given a chance to answer the survey by their own or they were interviewed one by one and the answers were written for them.

The final recount of respondents was 38. Getting replies was challenging since customers did not visit Fressi in regular intervals. Most of the customers were sceptical about the survey and some were scared of giving an interview. During the week of surveying customers the time that was agreed on with Fressi was from 15:00pm to 20:00pm. This turned out to be very challenging, because the amount of customers seemed to be at its most, by the time my time day was over. Due to Fressi's regulations I was not able to leave any surveys at the helpdesk so that it could have been handed for customers. Fressi did not participate in the survey, because as the contact in Fressi said they do not have the resources or the time to help with my research. Without the chance of leaving surveys at the helpdesk to be handed out, I lost a lot possible respondents.

The reason why I decided to do my thesis for Fressi is that I have always desired the sports and especially fitness industry. I am myself a very enthusiastic trainer and I am eager to learn more. I have a lot of experience in customer service and that is the main reason for doing a customer satisfaction survey. Customer satisfaction is something you can learn by doing. By doing you are able to learn how to approach the customer and how to prepare yourself.

I learned a lot during the process of this thesis. I learned that surveying a customer needs a lot of preparation and approaching the customers while surveying taught me new strategies. Most of my learning I did on the field, but a lot was learned by writing the theoretical part of the thesis. Measuring customer satisfaction and quality of the service raised me as

a person. I want to thank my family for supporting me through this process and special thanks for my thesis coordinator Eva. The process was in overall one of my biggest challenges in life and so many things have happened in my personal life during this project. I feel that my grammar has improved a lot during this. Thank you also for Fressi for letting me bring to an end this research.

I do not have any special suggestions for improvements for Fressi, no more than what customers suggested in the open feedback. A few suggestions are that Fressi should definitely have an English version of the website, because people who speak other languages might not find information they are after from the website. Having the website only in Finnish reflects to the customer base in my opinion. During the process I was also able to discuss with the head of the massage service about their marketing strategy. After telling him about the customer feedback related to the massage service, I informed him that customers are interested of the massage service, but have not been informed about it.

This research will be available for Fressi and the massage service in Fressi. Hopefully this research will provide the information that was required.

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Hyvä asiakas,

Tämä on Fressi Oy:n asiakastytyväisyyskysely, joka on suunnattu Myyrmäen toimipisteessä käyville asiakkaillemme. Kyselyn tarkoitus on selvittää mitä Sinä olet asiakkaanamme mieltä toimipisteestämme. Vastausten perusteella pyrimme kehittämään toimintaamme ja nostattamaan asiakastytyväisyyttä. Kysely on osa Haaga-Heliassa liiketaloutta opiskelevan oppilaan opinnäytetyötä. Kysely vie vain hetken, sillä vastaamiseen tarvitsee vain laittaa ruksin. Kyselyn loppuun voit haluessasi jättää avoimen palautteen. Mielenpitemme on meille todella tärkeä.

| | | |
|------------------------------------|-----------------------|-------------------------|
| Sukupuoli | Mies | Nainen |
| Ikä | Alle 18 vuotta | 18-30 |
| | 31-40 | yli 40 vuotta |
| Oletko Fressi Oy:n jäsen? | Kyllä | En |
| Mikä sai sinut valitsemaan meidät? | Kuntosali | Sijainti |
| | Hinta | Ryhmäliikunta |
| | Monipuolisuus | Imago |
| Mistä kuulit meistä? | Tuttavalta | Sosiaalinen media esim. |
| | Facebook | Mainoksesta |
| | Muualta, mistä? _____ | |
| Oletko ollut kauankin jäsen? | Alle 6 kk | 6-12 kk |
| | yli 12 kk | |
| Käytkö useinkin toimipisteessämme? | Kerran viikossa | 1-3 kertaa viikossa |
| | 4-6 kertaa viikossa | päivittäin |
| Kuinka monta kertaa viikossa? | Kerran viikossa | 1-3 kertaa viikossa |
| | 4-6 kertaa viikossa | päivittäin |

Yleiset kysymykset

Rastita ainoastaan yksi vaihtoehto arvoasteikosta

1 = en osaa sanoa, 2 = huono, 3 = tyydyttävä, 4 = hyvä, 5 = erinomainen

| | | | | | |
|--------------|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| Henkilökunta | | | | | |
| Auttavaisuus | | | | | |
| Aukioloajat | | | | | |
| Hintataso | | | | | |
| Verkkosivu | | | | | |

Toimitila

Rastita ainoastaan yksi vaihtoehto arvoasteikosta

1 = en osaa sanoa, 2 = huono, 3 = tyydyttävä, 4 = hyvä, 5 = erinomainen

| | 1 | 2 | 3 | 4 | 5 |
|-----------------------|---|---|---|---|---|
| Kuntosalin laitteet | | | | | |
| Laitteiden riittävyys | | | | | |
| Välineiden laatu | | | | | |
| Välineiden kunto | | | | | |
| Kuntosalin ilmapiiri | | | | | |
| Pukuhuone | | | | | |
| Pukuhuoneen tarjonta | | | | | |
| Ryhmäliikuntasali | | | | | |
| Tilojen siisteys | | | | | |
| Ilmastointi | | | | | |

Palvelut

Rastita ainoastaan yksi vaihtoehto arvoasteikosta

1 = en osaa sanoa, 2 = huono, 3 = tyydyttävä, 4 = hyvä, 5 = erinomainen

| | 1 | 2 | 3 | 4 | 5 |
|------------------------|---|---|---|---|---|
| Ryhmäliikuntapalvelut | | | | | |
| Infrapunasauna | | | | | |
| Hieronta | | | | | |
| Valmennus palvelut | | | | | |
| Lasten Fressi palvelut | | | | | |

Ryhmäliikunta palvelut

Käytätkö ryhmäliikunta palveluita? Montako kertaa viikossa?

Kerran viikossa 2-3 kertaa 4-6 kertaa päivittäin

Jos mielessäsi on kehitysideoita tai haluat jättää terveiset Fressille niin tähän voit kirjoittaa avoimen palautteen. Kiitos ajastanne ja palautteesta!
