

**Purpose: Providing a customer satisfaction survey to gain insight to a new service being provided by a company. We use the example of [30West Fitness & Rec](#) in Chisholm, Minnesota, as they ventured into a fitness and recreation space a few years ago, and even more recently got into the rental space.**

**Objectives:**

- Students will be able to interpret information, data, and observations to apply information to actual practice.**
- Students will be able to search, retrieve and evaluate primary and secondary data with internet technology**
- Students will apply market research tools to access the validity of the data collections, results and components of the marketing information system**

Day 1

Discuss some entrepreneurial ideas you have had about starting a business in your local community. Maybe you think there is a perfect spot for an ice cream shop, or an old building that could be repurposed into an VRBO, or maybe you need a bigger and better grocery store.

The owners of 30West took some of the activities they enjoy, areas of expertise, and passion for helping others to start their entrepreneurial leap into a business. Watch this video from [Making It Up North](#) to have a glance at their journey of adding fitness and recreation to their community.

[Video Guide](#)

Day 2-3

Discussion: Obviously 30 West needed to do some sort of research before they opened a gym, and then added a bike rental onto it. Whether it was primary or secondary research, they had to learn about the fitness industry in their area to determine whether their service was needed. They noticed the problem, and they created a solution by asking people in their market what they needed and wanted.

Today in class, we are going to create a customer satisfaction survey to hypothetically give to each member of 30West, whether it is for cycling, fitness training, or a group class, and then we will have the primary research necessary to pivot the business in the right direction or the confidence that we are doing the right things in the eyes of our customers.

The key to a successful customer satisfaction survey is to ask questions that will lead to the answers that YOU want. We want to encourage our customers to take an easy survey, without a lot of open-ended questions or grey areas. By asking specific questions with specific answers, we will be able to get more quality feedback.

1. Create a Google Form and name it 30 West Fitness and Recreation Survey
2. Start developing questions. First right them down in your notes, then put them into the Google Form.

- a. Questions you must have
    - i. Name
    - ii. Age/Gender
    - iii. How often do they come
    - iv. When do they come
    - v. How long have you been coming
    - vi. How did you hear about us
  - b. Do we meet your expectations in
    - i. Cleanliness
    - ii. Friendliness
    - iii. Knowledge
    - iv. Value
    - v. Location
    - vi. Equipment
    - vii. Helpfulness
    - viii. Other
  - c. Open-ended questions
    - i. What do you like most?
    - ii. What would you change?
    - iii. Other
3. Proofread and share with a classmate.

#### Day 3-4

Now that you have created and shared a survey, and it looks ready to be shared to everyone, we will send them out to members of the class and spend some time taking each others surveys.

1. Share with 5 other members of the class
2. Take other people's surveys that got sent to you
3. Give feedback to the other students
4. Analyze your own feedback

When you analyze what the customers said about your business, you will really understand that making good questions early will pay off in the end when you are looking at your business.

Some things to consider in your analysis, before you make any decisions:

- Overall, how is your business going?
- What is going well?
- What are you happy about and proud of?
- What does the feedback say about your business?
- What surprised you?
- What areas do you need to improve?
- How is this going to make you more money?