

Design Document by Angela Hobson

Training Title: Member Services Training for Fitness Center XYZ

Business Goal and Problem	<p>Fitness Center XYZ has experienced an increase in member dissatisfaction over the past 3 quarters in the area of customer service. There has been a 20% increase in member complaints in the area of customer service as evidenced in surveys and social media. This training will educate the member services team about strategies to improve customer service as the employees complete job related tasks.</p> <p>Goal: Retain current membership, and Increase membership by 10% over two quarters.</p>
Target Audience	<p>Member Services Team Staff (MSTS) who interact with customers.</p>
Learning Objectives	<p>Terminal LOs:</p> <ol style="list-style-type: none">1. Personalize interactions when greeting fitness members.2. Implement the new member orientation procedures during new member orientation.3. Conduct opening procedures.4. Conduct closing procedures. <p>Enabling LOs:</p> <p>For LO1:</p> <ul style="list-style-type: none">• Recall member names.• Use eye contact and polite greetings.• Recognize member fitness goals and if they reach goals. <p>For LO2:</p> <ul style="list-style-type: none">• Describe facility layout.• Relate social media connections and how to suggest to members.• Outline how to access programming, class schedules and special events.• Identify club amenities. <p>For LO3:</p> <ul style="list-style-type: none">• Practice cleanliness procedures.• Embrace team collaboration. <p>For LO4:</p> <ul style="list-style-type: none">• Practice cleanliness procedures.• Embrace team collaboration.
Training Recommendation	<p>Delivery Method:</p> <p>This course is designed as an e-Learning module. This format will allow employees to complete asynchronously, future new hires can complete as a part of the onboarding process.</p>

	<p>Approach:</p> <p>The training will be scenario based to increase learner relevance. There will be interactive elements throughout the course and a graded assessment to ensure mastery. Follow-up walkthroughs with feedback to the employee would help increase employee transfer to the workplace.</p>
Training Time	30 minutes
Deliverables	<ul style="list-style-type: none"> • 1 eLearning authored in Storyline • 1 storyboard with script • 4 job aids available in the resources section of the Storyline module. Three job aids will support the cleaning procedures MSTS will share with members during orientation. The second job aid will provide an infographic on opening and closing procedures.
Training Outline	<ol style="list-style-type: none"> 1. Introduction <ol style="list-style-type: none"> A. Welcome B. Introduction scenario C. Learning objectives (listed above) D. Pre-assessment <ol style="list-style-type: none"> 1. Areas of customer service E. Personalize interactions- Personalize <ol style="list-style-type: none"> 1. Address the member by name 2. Greet the member with a smile 3. Stand in close proximity to member traffic areas F. Use empathic listening- Empathize <ol style="list-style-type: none"> 1. Look the member in the eye 2. Provide specific information to member inquiries 3. Always provide a solution or option G. Celebrate member successes- Recognize <ol style="list-style-type: none"> 1. Know the member's goals 2. Know the member's progress toward goals 3. Acknowledge member's successes V. Knowledge check VI. Conducting facility tours <ol style="list-style-type: none"> A. Treadmills and elliptical space B. Studio space C. Obstacle course space D. Weightlifting space E. Job aid: amenities and member cleanliness guidelines VII. Opening procedures <ol style="list-style-type: none"> A. Facility readiness <ol style="list-style-type: none"> 1. Unlock doors and access points

- 2. Disarm alarm
 - 3. Check security cameras
 - 4. Turn on lights
 - 5. Boot up computers
 - 6. Stock member forms and organize front desk
 - B. Cleanliness
 - 1. Sanitize high-touch surfaces
 - 2. Inspect restrooms and locker rooms
 - 3. Restock supplies
 - C. Operations readiness
 - 1. Review daily schedule
 - 2. Check voicemail messages and emails
 - 3. Set up member check-in area
 - D. Team collaboration
 - 1. Check internal communication platforms from evening shift
 - 2. Discuss challenges from previous day and strategize how to improve
 - 3. Foster a positive team culture
- VIII. Closing procedures
 - A. Facility readiness
 - 1. Secure doors and access points
 - 2. Power down computers
 - 3. Turn off lights
 - 4. Power down and shut off fitness machines
 - B. Cleanliness
 - 1. Clean workout areas
 - 2. Clean and sanitize restrooms and locker rooms
 - 3. Stock cleaning supplies
 - 4. Launder towels
 - C. Operations readiness
 - 1. Reconcile cash and sales documents
 - 2. Drop cash at bank
 - 3. Ensure all members have left the facility
 - 4. Shut down computers
 - 5. Perform necessary updates
 - D. Team collaboration
 - 1. Communicate important information or concerns to morning shift
 - 2. Strategize ways to improve challenges that arose during the evening
 - 3. Foster a positive team culture
 - E. Job aid on cleanliness procedures
- IX. Summary
- X. Final Quiz
- XI. Quiz Results with feedback
- XII. Congratulations with learning objectives review

Assessment Plan

Level 2 Assessment:

- One ungraded pre-assessment, one ungraded knowledge check, both include feedback and the knowledge check provides a review opportunity
- One final graded quiz with five questions and feedback to guide their understanding. Questions are aligned to the four learning objectives
- Learner must score 80% or higher to pass
- Questions are scenario based in multiple response, drag and drop, and hotspot guide and format
- Learner is given unlimited attempts to pass the final graded quiz

Level 3 Assessment:

- On the job observations to see if learners are implementing customer service strategies with members (three months after training)
- Member survey results to analyze customer satisfaction and determine any correlations to member services staff (quarterly)