



# Floatworks

MEMBERS SURVEY DATA ANALYSIS 2020

Welcome to this Presentation,

Customer feedback is one of the tools that will assure the longevity and growth of our brand.

In this presentation you'll find the data analysis of our 2020 Members Survey.

Let's find out what exciting insights we are going to get from our dearest Members.



## WHAT'S THE BEST BIT OF OUR MEMBERSHIP?

Common Responses	Semi Common Responses	Uncommon Responses
Pricing/Promotions	Service/Staff	Freezing Option
Consistent Floating	Monthly Roll Over	Rewards Program
Long Expiry Date/Flexibility	Location	
Ability to Share Floats		

## WHAT CAN WE IMPROVE ON THE MOST?

Common Responses	Semi Common Responses	Uncommon Responses
More Members Exclusive Offers	Availability	More Services
Music Customisation	Pricing	More Membership Reminders
App	Booking System	Floating Research Emails

WHAT OFFERS/BENEFITS WOULD YOU LIKE TO SEE?

Common Responses	Semi Common Responses	Uncommon Responses
More Partnerships	Community Events	Bonus Floats
More Guidance	Cheaper Off-Peak Floats	

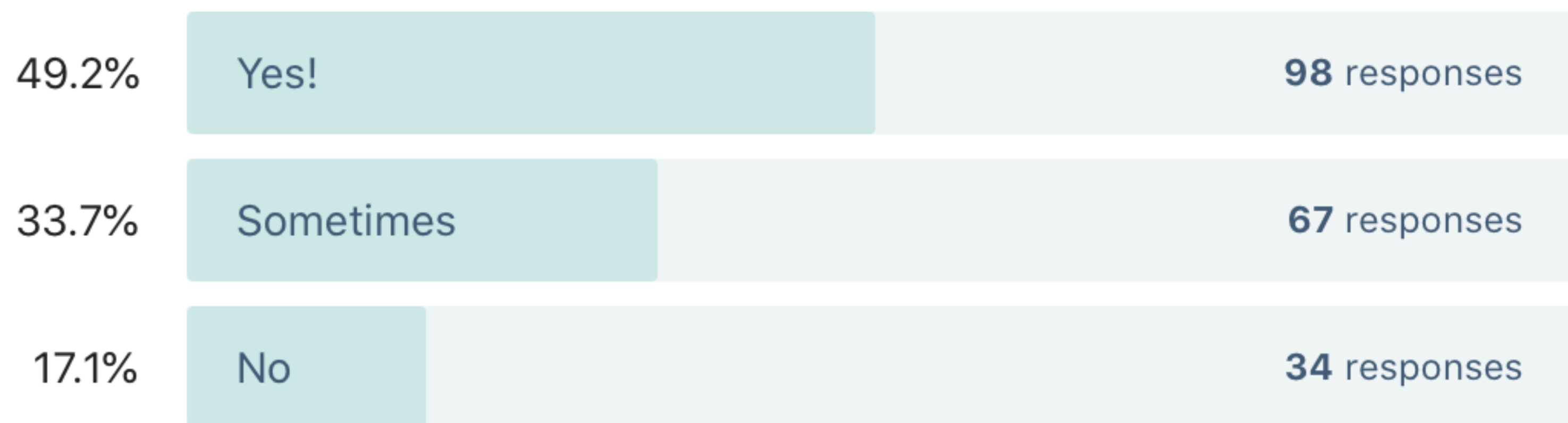
## OTHER MEMBERS UNRELATED FEEDBACK/IMPROVEMENTS

Noisy Relaxation Room (Angel)	Shower Pressure (Angel)	Shower Drains in Angel
Cold Pods	More Time in Between Floats	Healthy Snacks
Better Earplugs	Better Quality Towels	More Clothing Hangers
Flip Flops	Cleanliness	Benches in Pod Rooms (Vauxhall)
No Tech Sign in Relaxation Room	More Books	More Disabled Access



### Would you read a regular Members newsletter?

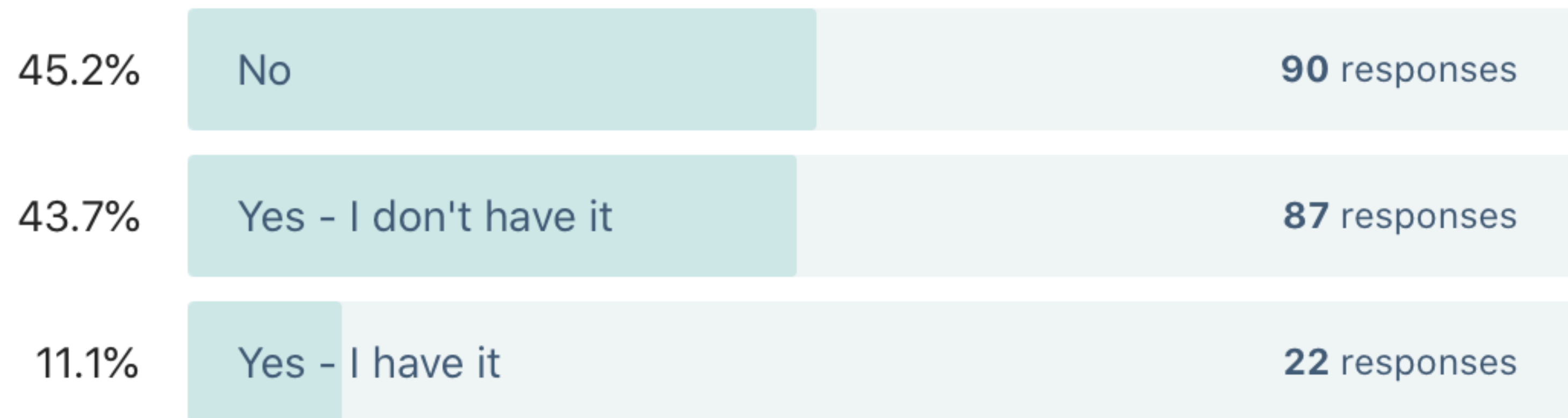
199 out of 199 people answered this question





## Do you know that we give all our Members a free t-shirt?

199 out of 199 people answered this question

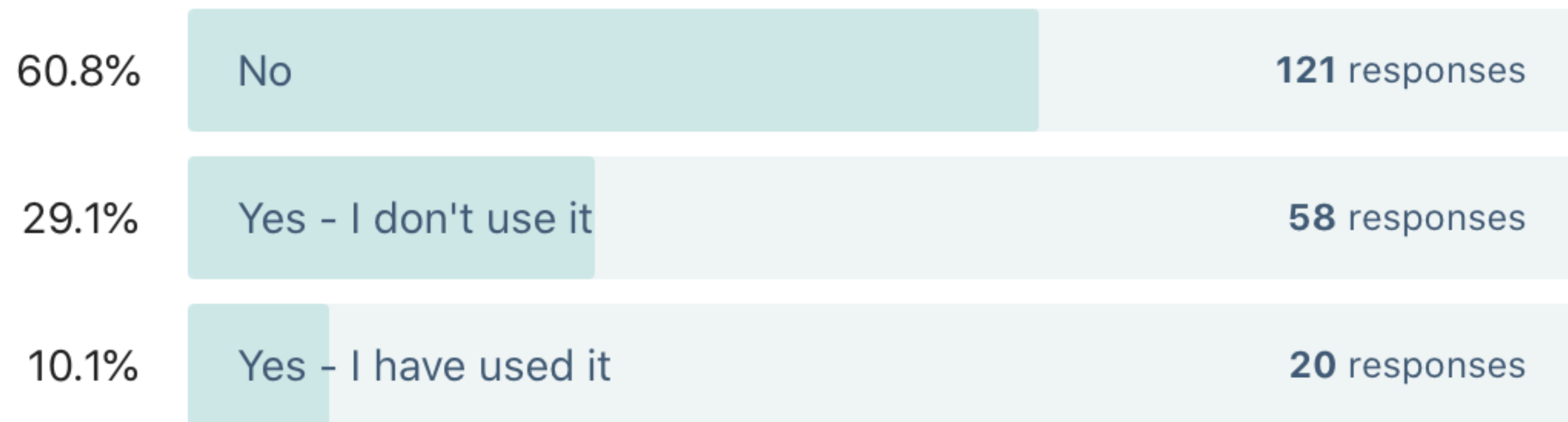






### Do you know we give 20% off retail products to our Members?

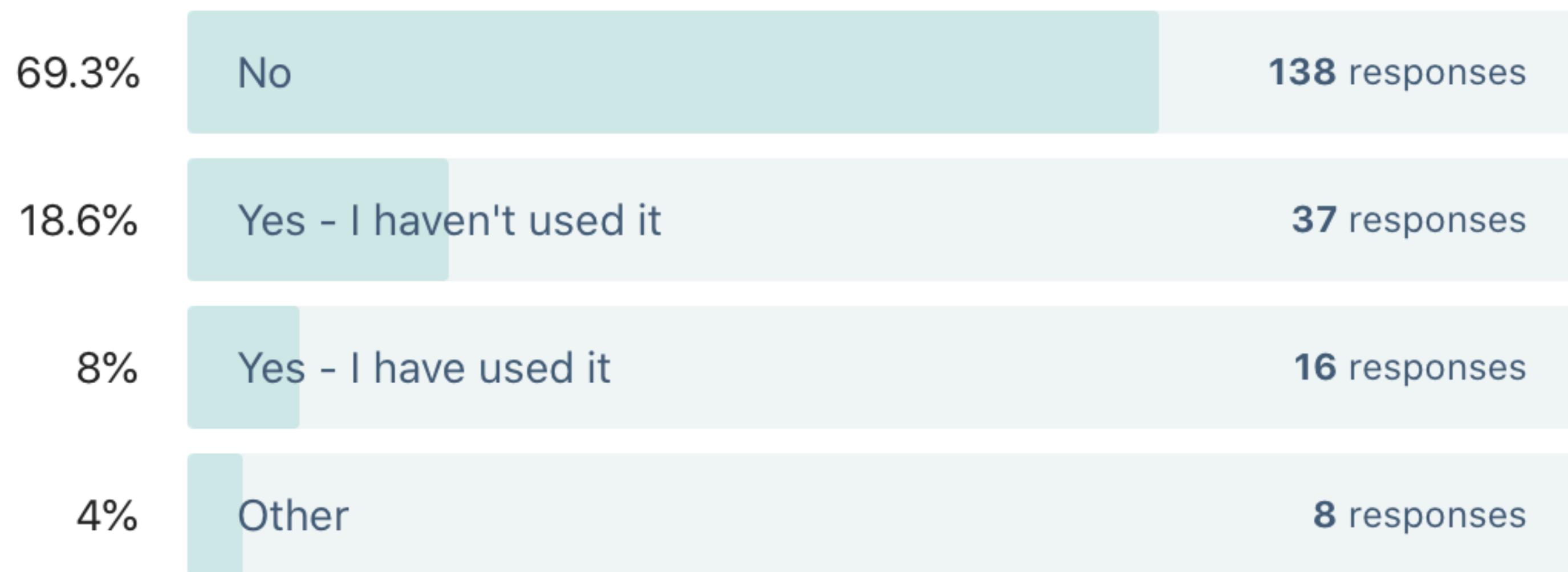
199 out of 199 people answered this question





## Do you know about our Members Rewards Programme?

199 out of 199 people answered this question (with multiple choice)





### Do you know that you can buy Gift Cards at £40, rather than the normal price of £55?

199 out of 199 people answered this question





Do you know you can share the promo code MEMBERFRIEND with friends so they can float for £40?

199 out of 199 people answered this question

