

## Locker Room Amenities Influence Your Club's Overall Member Experience

Member experience continues to be a popular topic in the club industry as clubs try to differentiate themselves in a competitive market.

One of the keys to being successful is clearly defining your target markets for membership, and delivering an experience that aligns with their expectations.

When evaluating the member experience you're delivering and deciding where to make improvements, it's important to involve your members in the process as much as you can. Whether informally asking them as they visit, doing face-to-face interviews, using social media surveys or leveraging a comment card, it's critical to understand what's important to your members and what isn't.



After 25 years serving the club market, ReadyCare has gained tremendous knowledge about what works and what doesn't work across the nine core areas of member experience:

- Staff attitude & personality
- Equipment & facilities
- Classes & training services
- Locker room
- Check-in & front desk services
- New member orientation & on-boarding
- Member community
- Account management & payment
- Retail area

While each area is important on its own, we've chosen to focus on the locker room and more specifically, locker room amenities because it's our area of expertise, and locker rooms typically don't get the attention they deserve.

### Making a Difference in the Locker Room

As many club managers know, the locker room is a critical component of the overall member experience because members visit the locker room at the beginning and end of each workout. In fact, it's estimated that members spend 10-20% of their overall visit in the locker room. Yet, many club managers don't spend an equivalent percentage of their workday or their resources on their locker room.

As you might expect, ReadyCare believes the locker room is a perfect place to add value, and here are some locker room insights we'd like to share.



## • Shower Liquids

The personal care liquids in your showers (shampoo, conditioner and body wash) need to support your brand and the quality level your members expect. There are several broad categories of personal care liquids (janitorial grade, health club grade and spa grade) and you want to use the grade that establishes the perception you're trying to build. Additionally, many clubs have actually realized cost savings by using higher grade liquids because members don't use as much product per shower.

## • Showers Dispensers

While a mix of shampoo and conditioner bottles in the corner of a shower can be seen as unattractive, many clubs have solved this issue by using convenient, refillable shower dispensers. However, not all dispenser systems are created equal. You need to look for a well-designed dispenser that has proven its ability to last for years under tough conditions.

Another point to consider is ease of dispenser maintenance. Managers should look for silk-screened bottles to keep a consistent presentation and avoid the weathering of labels. Refillable bottles with a wide mouth are important to making bottle refilling easier, and the maintenance staff needs easy access to clean both the dispenser and the wall behind it to prevent residue build-up. With a good dispenser, club managers can keep their maintenance "turn times" down to ensure showers are available for member use.



Tamper-resistant dispensers are also important as they give members confidence that unintended substances haven't been added and at the same time, give club managers confidence that bottles are not walking out the door to be used at home.

## • Wet Vanity Areas

Your wet vanity area is important to your overall member experience as it enables members to groom to a level where they can go back to work or out on the town. The amount of vanity products you choose to display and the quality of these products must align with your desired member experience and your brand. You can utilize a minimal product offering (hand soap, lotion and mouthwash) or step it up by including deodorant, shaving products, cotton products, hair spray and hair gel.

Managers should also consider vanity organization and maintenance. We've seen many clubs successfully display their vanity items in branded counter top holders as a way to keep items organized and increase the visibility of their logo.



## • Dry Vanity Areas

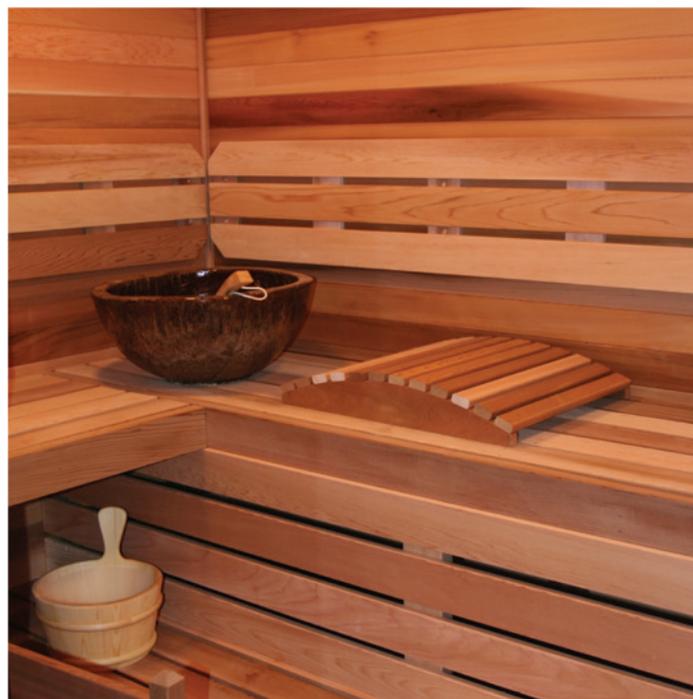
Most health clubs also have dry vanity areas where members can complete the finishing touches on their grooming. It's important that these areas align with what your members expect. Do you have a hand dryer that's mounted high to be used as a hair dryer or do you offer high-quality, individual hair dryers? It makes a big difference to your overall member experience. The dry vanity areas also provide an overflow outlet when the wet vanity areas are congested so it's important to also stock hair brushes, combs, hair spray, hair gel, deodorant and lotion in an organized way.

## • Steam Rooms & Saunas

Steam rooms and saunas add great value to the member experience but they must be kept clean and smell fresh. Many clubs leverage eucalyptus oil to keep their steam rooms and saunas appealing to members.

A few eucalyptus oil best practices we've uncovered over the years include making sure your spray bottles are well labeled to ensure they aren't confused with a refreshing water spray, and storing eucalyptus bottles away for a heat source.

Another innovative practice is spraying your steam room and sauna drains with eucalyptus oil once or twice a day. This keeps drain odors at bay and is a good practice to extend to other drains in your locker room to maintain a fresh scent throughout the day.



## • Private Label

Many clubs leverage private label liquids, dispensers, bottles and containers to support their brand and overall member experience. By placing your club's logo on what is traditionally a stock bottle or container, you're telling members that you are proud of your club and they should be as well. Plus, we've seen club's leverage private level to create new revenue streams by offering their private label personal care products in the club's retail sales area.

While many health clubs have similar equipment and classes, one area where they can truly differentiate is in the locker room, and with their offering of personal care amenities. Do it right and you'll be well on your way to delivering a great overall member experience.



Your Partner for Personal Care Solutions



### About ReadyCare

ReadyCare is a leading provider of personal care solutions to world-class hotels, spas, health clubs & golf clubs that value product choice, service quality & expert advice. For over 25 years, Denver-based ReadyCare has helped thousands of properties deliver great member & guest experiences by ensuring their personal care offering aligns with their clientele & brand. For more information, visit [www.readycare.com](http://www.readycare.com) or contact us at 800-477-4283 / [info@readycare.com](mailto:info@readycare.com).

3-4-15



Your Partner for Personal Care Solutions

