

# OHM FITNESS

## FITNESS CLASS EVALUATION

# INSTRUCTIONS

## QUESTIONNAIRE

You will call in advance to sign up for a free fitness class at your assigned location on your assigned shop date. You will arrive for your scheduled class, participate in the class, and evaluate all aspects of your experience.

### Before You Begin

- Review your shop confirmation
- Research class options before calling location
- Know what to wear to class
- Plan to arrive at least 25 minutes early
- Review photo requirements

### Don't Forget!

- Arrive at least 25 minutes before class starts
- Wear the appropriate clothing and footwear
- Obtain staff member names
- Have a post-class interaction
- Take all required photos



## General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Take a selfie photo for shop validation (this is your “receipt”).
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- Submit your report to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) within 12 hours of completing the shop. If your survey is not submitted by the deadline, it will be automatically cancelled.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for OHM Fitness.
- Neither children nor guests are allowed to accompany you on this shop (i.e., you must go alone).
- The client reviews ALL shop data before discussing each shop with the location's staff members. Your shop data must be in alignment with the location's data, video footage, and experience.
- To be eligible for this shop, you CANNOT be a current or previous member of any OHM Fitness location. If you are a current or previous member, contact BestMark immediately to have this shop removed from your portal.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.
- If the client contacts BestMark to report that you have been identified as a mystery shopper, you will not be paid for this shop.



## Important Shop Notes

- OHM Fitness uses wearable fitness technology. You will be given a specific body suit upon arrival, that you will need to change into prior to your workout. The suit is required to be worn in order to participate. If you are not comfortable with this, contact your scheduler immediately to have this shop removed from your portal.
- You must wear TIGHT-FITTING workout gear and appropriate footwear (athletic pants/top, tennis shoes, etc.). Flip flops, Crocs, dress shoes, dress clothing, etc. are not eligible.
  - **You will be wearing your tight-fitting clothing under the body suit during your workout.**
- Plan to arrive at least 25 minutes before class. Several behaviors that the survey is designed to evaluate are dependent on this timing. This also allows you to ask questions, change into the body suit, and prepare for your workout.
- You must stay for the ENTIRE fitness class AND for a short time after to accurately evaluate certain staff behaviors and workout results.



## Shop Instructions

### Step #1: Review class options online, then call to schedule your fitness class.

- Complete your online review and phone call at least one day in advance of your assigned shop date.
- Visit [ohmfitness.com](https://ohmfitness.com) and review the class type options. All classes are 30 minutes long.
  - Click "Join" at the top of the website and scroll down to see the descriptions of the workouts.
  - Identify a class that is a good fit for your fitness level.
  - Identify a back-up class in case your first choice is not available when you call.
- Call the assigned location (do NOT sign up online) and request to sign up for a free fitness class.
  - Say that you are new and have never participated in a class before. This is important to ensure you are signed up for the right class (free).
  - Schedule the class for your assigned shop date. Request the specific class type that you identified in your online review. Class dates and times are subject to change, so have a back-up class in mind in case your first choice is not available.
- Provide your real name and contact information that matches the information on your BestMark profile.
- Request to sign up for the class over the phone. If you are redirected to the website to sign up for a class, then it's OK to visit the website and schedule your class. Explain in your survey narrative what you were told by the staff member over the phone.
- During the call, evaluate the staff member's greeting, attitude, knowledge, etc.
- Be prepared to answer questions about your current fitness level, workout habits, etc.
- If the staff member does not proactively provide their name, ask for it at the end of the call.
- You may be provided with steps to access a link to the liability waiver during the phone call.
  - After reviewing the waiver, check the box that indicates you agree. If you are not provided with steps to fill out the liability waiver over the phone, you should be provided these steps when you arrive for class.
  - Once your form is submitted, you should receive an automated email.

- Confirm your class date and time prior to arriving. If there are any discrepancies with the date/time, call the location back to confirm.
- If adjustments need to be made to your shop date, contact BestMark immediately after your phone call to reschedule your shop. Your shop date should match your scheduled class date.
- If your class cancels and does not reschedule, contact BestMark immediately with the details.

**Step #2: Arrive at least 25 minutes early for your scheduled fitness class and evaluate your first impression.**

- Plan to arrive at least 25 minutes early. Your shop may be invalidated if you do not arrive early enough.
- Evaluate the location appearance upon arrival and throughout your visit—cleanliness and maintenance, signage, music volume, restroom, etc.
- Evaluate your first impression, including how you were greeted, if the staff member explained how the body suit works and how to put it on, and if the staff member explained the Styku body scan and offered assistance with the scan.
- Note the name and description of the staff member who initially assists you. This may be your coach or another staff member. Ask for their name if it is not provided.
- Once you are provided with the body suit, proceed to the locker room.
- You may need to take photos of areas needing attention throughout your visit. Note that the restroom may be part of the locker room. If the restroom or locker room is in need of attention, do NOT take any photos of changing rooms or where other class participants may be seen or changing. Photos may include overflowing trash cans, dirty countertops or sinks, broken paper towel dispensers, dirty flooring, etc. Be discreet if you need to take these photos! If you cannot take a discreet photo, provide the details of the unkempt areas in your survey narrative and explain why a photo could not be taken.

**Step #3: Participate in your scheduled fitness class.**

- Note if you are greeted by the coach and/or if the coach greets other participants.
- If the coach does not introduce themselves at any point before or during class, ask for their name after class.
- Pay attention during class AND after class so that you can select the correct response in your survey form to indicate what behaviors were or were not performed. Review the blank survey below so you know what you will be evaluating before, during, and after class. Provide detailed narrative to explain your responses.
- The client validates the class roster for every shop. You must stay for the full duration of the class AND a bit longer after the class is over for the post-class interaction.

**Step #4: Have a post-class interaction with a staff member.**

- Take your time leaving (e.g., drink water, engage in cooldown stretching, make light conversation with other members) to allow the coach an opportunity to approach you and perform the post-class behaviors the survey is intended to evaluate.
- If you are not approached by the coach, approach the coach before you leave. If the coach is not available, approach another staff member. You must have a post-class interaction for your shop to be valid.
- Note the name and description of the staff member who you interact with after class. This may be your coach or another staff member. Ask for their name if it is not provided.

- Ask an open-ended question (a question that cannot be answered with yes or no). For example:
  - Which class do you recommend next?
  - What are some stretches you recommend after my workout?
  - What are the specific class hours?
  - What time do morning classes or evening classes begin?
  - How many classes can I take per month?
- Evaluate if the staff member explains membership options, pricing, and/or asks you to join.
- If you are asked to join, provide an objection, such as:
  - I need to think about it.
  - I'd like to speak to my partner/spouse.
  - I am not sure about the price.
  - I am not sure about the commitment.
  - I would like to try other gyms.
  - I want to use my free trial first.
  - Do NOT give the objection that the location is too far or that there is a different location closer to you, as this could compromise your identity as a mystery shopper, and it also does not give the coach a fair opportunity to overcome your objection.
- Evaluate if the staff member attempts to overcome your objection, such as reiterating a promotion, recalling one of your stated goals/needs, highlighting unique aspects of their gym, asking if you have any questions they can answer before you go, etc.
- Note parting remarks. If the staff member does not explain membership or pricing options and doesn't ask you to join, explain in detail how the interaction ended.
- Remember to obtain the name and physical description of the coach and staff members you interact with. If they do not proactively offer their name or you don't understand it, you MUST ask for their name, in a natural way that does not compromise your identity as a mystery shopper.

### Step #5: Evaluate your overall experience.

- Consider your overall experience based on the customer service received. Do not mark down for reasons like price, difficulty of workout, where the gym is located, or other factors outside the staff's control.



## Photo Requirements

### LOCATION EXTERIOR:

- Take at least one (1) photo of the location storefront/exterior.
- This should be a zoomed out photo showing the full storefront and exterior signage, including banners, window signage, decals, etc. If there are location identifiers present (address on front door, etc.), include in the photo.

### LOCATION EXTERIOR SELFIE:

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).

- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from the regular location exterior photo that you will upload in your survey.
- You should NOT be in the regular location exterior photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

### UNKEMPT AREAS:

- If applicable, take photos of any unkempt areas.
- These photos should include areas that show debris, trash, broken or cracked flooring, issues with equipment, weights, etc. If you notice issues with the flooring or equipment in the workout room you are in, try to discreetly take a photo.
- Do not take photos in sensitive areas (e.g., changing room) if there are other guests in that area who could be seen. Detail the issues in your survey narrative and explain why a photo could not be taken.

### Tips for Taking Photos

- If the studio isn't very busy and/or a staff member sticks with you during your visit, it can be difficult to discreetly take all of the required photos. If it's not possible to be discreet, it's best to be natural and open about your reasons for taking photos.
- It would be normal in this space to make statements to proactively explain (or make it obvious) why you are taking photos. For example:
- "I love this flooring! I'm going to take some pictures for inspiration of my own at-home gym!"
- "The workout floor is so unique, I have to show my husband."
- "I think my best friend would love working out here! I want to show her what the space looks like."
- "I'm going to post to my [Facebook, Instagram, etc.]. Does this location also have a page I can follow?"

**The client reviews ALL photos before discussing each shop with the location's staff members. Your photos must be unique / taken on your assigned shop date at the assigned location.**

**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Pre-Visit Phone Call

**1. Date of your call attempt:**

*Format response as MM/DD/YYYY*

**2. Time of your call attempt:**

*Format response as HH:MM AM/PM*

**3. Answered promptly**

Answered within 0-3 rings (5 points)

Answered AFTER third ring (0 points)

**4. Indicate the name of the staff member who answered the phone:**

*If not provided or understood, ask for the staff member's name.*

**5. Indicate the staff member's exact greeting when he/she answered the phone:**

*Enter the staff member's exact greeting, verbatim, in quotes (e.g., "Thank you for calling OHM Fitness Palm Springs, this is John. How may I help you?"). You must enter between 50 and 500 characters.*

**6. Offered correct greeting**

*Select the response that best aligns with the exact greeting provided, and ensure your response aligns with the greeting you entered in the previous question.*

Extended a greeting that included location name, associate's name, AND an offer of assistance (e.g., "Thank you for calling OHM Fitness {location name}, this is John. How may I help you?") (10 points)

Did NOT extend a greeting that included location name, associate's name, AND an offer of assistance (e.g., "Thank you for calling OHM Fitness {location name}, this is John. How may I help you?") (0 points)

**7. Projected positive attitude**

Projected a friendly, outgoing attitude throughout the conversation and seemed to sincerely enjoy talking with you (used upbeat tone of voice that conveyed enthusiasm and energy) (10 points)

Sounded as if going through the motions, seemed disinterested OR was impolite (0 points)

**8. Staff member provided their name**

*Select Yes if the staff member proactively provided their name at any point (could be as part of greeting or later in the conversation).*

Yes (10 points)

No (0 points)

**9. If yes, indicate the name of the associate you spoke with:**

*Enter the name of the associate who primarily assisted you provided when they introduced themselves. This is likely the same person who answered the phone. If not, explain in your narrative (e.g., John answered the phone and then I was transferred to Jane).*

**10. Asked for your name** Yes (10 points) No (0 points)**11. Focused on you** Listened attentively and gave undivided attention without interruption or distraction (10 points) Opportunity existed for more attentive listening OR was interrupted/distracted during your interaction (0 points)**12. Asked permission to place you on hold***Select N/A if you were not placed on hold.* If necessary to place you on hold, asked for your permission to put you on hold AND thanked you for holding when returned to the phone (10 points) If necessary to place you on hold, did NOT ask for your permission to put you on hold AND/OR did NOT thank you for holding when returned to the phone (0 points) N/A - not placed on hold**13. Speaks clearly** Clear and unhurried AND easily understood voice (10 points) Clear and unhurried OR easily understood voice (5 points) Sounded unclear and hurried AND NOT easily understood (0 points)**14. Informed you about class schedules and membership options** Yes (10 points) No (0 points)**15. Asked if you've ever visited OHM Fitness before** Yes (10 points) No (0 points)**16. Informed you of the gym's hours of operation** Yes (10 points) No (0 points)**17. Thoroughly explained Electro Muscle Stimulation (EMS) technology and what to expect** Yes (10 points) No (0 points)**18. Indicate staff member's explanation on EMS:****19. Thoroughly explained Styku body scanning sessions** Yes (10 points) No (0 points)**20. Indicate staff member's explanation on Styku body scanning:****21. Informed you to wear tight-fitting clothes for the Styku body scan** Yes (10 points) No (0 points)**22. Thoroughly explained red light therapy and encouraged you to try a session** Yes (10 points) No (0 points)

**23. Invited you in/sets up class**

- Invited you to come to the studio AND attempted to schedule a class session (10 points)
- Invited you to come to the studio but did NOT attempt to schedule a class session (3 points)
- Did NOT invite you to come to the studio OR attempt to schedule a class session (0 points)

**24. Explained that you should arrive 25-30 minutes before the class**

- Yes (10 points)
- No (0 points)

**25. Warm closing remark**

- Offered a positive closing remark (e.g., "Thank you for calling," "Have a great afternoon," "Looking forward to seeing you soon," etc.) (10 points)
- Did NOT offer a positive closing remark (0 points)

**26. Pre-Visit Phone Call Supporting Narrative:**

*Explain the responses you selected for the Pre-visit Phone Call questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.*

**Studio Appearance/Environment****27. Did you take a photo of the location exterior?**

*Select Yes and then upload your photo(s). The photo(s) must show the entire location entrance/outside of the building, including all signage such as banners, window signage, decals, etc.*

- Yes
- No

**28. Location exterior (parking lot, walkways, landscaping, etc.)**

- Free of litter and debris and well-maintained (10 points)
- Minor litter or debris visible - not completely maintained (5 points)
- Substantial litter or debris visible - not well-maintained (0 points)

**29. Studio signage**

- Promotional signage is present and eye-catching (e.g., stands out, info on classes, upcoming announcements, holiday hour signage, gift card policy, etc.) (10 points)
- Promotional signage is present BUT not appealing (e.g., difficult to see, gets lost in the mix of the rest of the environment, torn, etc.) (5 points)
- Promotional signage is not displayed or available (0 points)

**30. Lobby area**

- Appears clean and uncluttered (10 points)
- Does NOT appear clean and uncluttered (0 points)

**31. Music at an appropriate level**

- Yes (10 points)
- No (0 points)

**32. Workout area**

- All areas of workout areas are clean and maintained (floor, mats, weighted area, etc.) (10 points)
- Attention needed to cleanliness or maintenance of floor, mats, weighted area, etc. (unkempt, noticeable amount of dirt/debris present) (0 points)

**33. Did you take photos of the unkempt areas?**

Select Yes and then upload your photo(s). Unkempt areas include areas with debris, trash, broken or cracked flooring, issues with equipment, weights, etc. If you notice issues with the flooring or equipment in the workout room you are in, try to discreetly take a photo. Describe the issues in your narrative.

- Yes  
 No  
 N/A - no unkempt areas

**34. Restroom**

- Clean, well-maintained, and trash can not overflowing (10 points)  
 Minor attention needed to cleanliness/maintenance OR trash can overflowing (5 points)  
 Substantial attention needed to cleanliness/maintenance AND trash can overflowing (0 points)

**35. Studio Appearance/Environment Supporting Narrative:**

Explain the responses you selected for the Studio Appearance/Environment questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

**First Impression****36. Indicate the name of the First Impression Associate:****37. Indicate the approximate age of the First Impression Associate:**

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45     |
| <input type="checkbox"/> 21 - 25    | <input type="checkbox"/> 46 - 50     |
| <input type="checkbox"/> 26 - 30    | <input type="checkbox"/> 51 - 55     |
| <input type="checkbox"/> 31 - 35    | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40    |                                      |

**38. Indicate the gender of the First Impression Associate:**

- Male  
 Female  
 Prefer not to answer

**39. Was the First Impression Associate wearing glasses?**

- Yes  
 No

**40. Indicate the hair color of the First Impression Associate:**

- |                                            |                                      |
|--------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Auburn/Red        | <input type="checkbox"/> Brown       |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown  |
| <input type="checkbox"/> Black             | <input type="checkbox"/> Gray/White  |
| <input type="checkbox"/> Blonde            | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown       |                                      |

**41. Indicate the hair length of the First Impression Associate:**

- |                                          |                                         |
|------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Short           | <input type="checkbox"/> Long           |
| <input type="checkbox"/> Ear Length      | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald    |
| <input type="checkbox"/> Mid-Back        |                                         |

**42. Indicate the approximate height of the First Impression Associate:**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less  | <input type="checkbox"/> 5'10"       |
| <input type="checkbox"/> 5'1"        | <input type="checkbox"/> 5'11"       |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1"   |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus   |
| <input type="checkbox"/> 5'8" - 5'9" |                                      |

**43. Indicate the apparent race of the First Impression Associate:**

- |                                           |                                                 |
|-------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> Native-American        |
| <input type="checkbox"/> East Asian       | <input type="checkbox"/> Other                  |
| <input type="checkbox"/> South Asian      | <input type="checkbox"/> Prefer not to answer   |
| <input type="checkbox"/> Hispanic         |                                                 |

**44. Acknowledgment timing**

- Within 10 seconds or less (10 points)
- Between 10 and 30 seconds (7 points)
- Between 31 seconds to one minute (3 points)
- I was not acknowledged within one minute (0 points)

**45. How many staff members were at the front desk?**

*Format response as a whole number (e.g., 2)*

**46. Associate stands and comes out from behind the desk to greet you**

- Yes (10 points)
- No (0 points)

**47. Warm and welcoming greeting**

- Greets you in a manner that conveys genuine enthusiasm (smiles & uses eye contact, an energetic/upbeat tone of voice, and open body language - upright or leans in towards you, arms uncrossed) (10 points)
- Greets you in a manner that was polite/professional, but there was opportunity for more enthusiasm (more smiling, eye contact, energetic/upbeat tone of voice, open body language) (5 points)
- Greets you in a manner that was unwelcoming, disinterested, or distracted (0 points)

**48. Indicate how busy the facility was during your visit:**

- Extremely busy
- Somewhat busy
- Not busy

**49. Provides undivided attention**

- Listens attentively, gives undivided attention without interruption or distraction, and does NOT make you feel rushed (10 points)
- Minor opportunity exists for more attentive listening OR is interrupted or distracted once or twice during your interaction (5 points)
- Substantial opportunity exists for more attentive listening, appears disengaged / unfocused, OR makes you feel rushed (0 points)

**50. Explains in detail how the suit works**

- Yes (10 points)
- No (0 points)

**51. Explains in detail how to put on the suit** Yes (10 points) No (0 points)**52. Explains in detail the Styku body scan** Yes (10 points) No (0 points)**53. Offers assistance with the Styku body scan** Yes (10 points) No (0 points)**54. First Impression Supporting Narrative:**

*Explain the responses you selected for the First Impression questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.*

**Class Experience****55. Indicate the name of the Coach:****56. Indicate the approximate age of the Coach:** 20 or less 21 - 25 26 - 30 31 - 35 36 - 40 41 - 45 46 - 50 51 - 55 56 or older**57. Indicate the gender of the Coach:** Male Female Prefer not to answer**58. Was the Coach wearing glasses?** Yes No**59. Indicate the hair color of the Coach:** Auburn/Red Green/Blue/Purple Black Blonde Light Brown Brown Dark Brown Gray/White Shaved/Bald**60. Indicate the hair length of the Coach:** Short Ear Length Shoulder/Collar Mid-Back Long Pulled Back/Up Shaved/Bald

**61. Indicate the approximate height of the Coach:**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less  | <input type="checkbox"/> 5'10"       |
| <input type="checkbox"/> 5'1"        | <input type="checkbox"/> 5'11"       |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1"   |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus   |
| <input type="checkbox"/> 5'8" - 5'9" |                                      |

**62. Indicate the apparent race of the Coach:**

- |                                           |                                                 |
|-------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> Native-American        |
| <input type="checkbox"/> East Asian       | <input type="checkbox"/> Other                  |
| <input type="checkbox"/> South Asian      | <input type="checkbox"/> Prefer not to answer   |
| <input type="checkbox"/> Hispanic         |                                                 |

**63. Coach greets you and the other participants warmly**

- Yes (10 points)  
 No (0 points)

**64. Coach introduces self**

- Yes (10 points)  
 No (0 points)

**65. Coach uses names of members throughout class**

- Yes (10 points)  
 No (0 points)

**66. Coach is visible from anywhere in the studio or moves throughout the space during class**

- Yes (10 points)  
 No (0 points)

**67. Coach mentions 5 stages of the arc (either before or during the workout)**

*The arc is a representation of the various stages of your workout (i.e., warmup, peak, cooldown, etc.).*

- Yes (10 points)  
 No (0 points)

**68. Coach is easy to follow**

- Yes (10 points)  
 No (0 points)

**69. Coach emphasizes proper technique and safety to members (or yourself) during class**

- Yes (10 points)  
 No (0 points)

**70. Coach is easy to hear throughout class (e.g., headset or sound system is available for coach to use)**

- Yes (10 points)  
 No (0 points)

**71. Coach offers modifications throughout the class**

- Yes (10 points)  
 No (0 points)

**72. How would you rate your coach's engagement and motivation throughout the class?***1 = low, 5 = high.*

- 1  
 2  
 3  
 4  
 5

**73. Coach shares studio announcements at the end of class (before leaving the class)**

- Yes (10 points)  
 No (0 points)

**74. Class Experience Supporting Narrative:**

*Explain the responses you selected for the Class Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1000 characters.*

**Post-Class Interaction****75. Indicate the name of the Post-Class Interaction Associate:****76. Indicate the approximate age of the Post-Class Interaction Associate:**

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45     |
| <input type="checkbox"/> 21 - 25    | <input type="checkbox"/> 46 - 50     |
| <input type="checkbox"/> 26 - 30    | <input type="checkbox"/> 51 - 55     |
| <input type="checkbox"/> 31 - 35    | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40    |                                      |

**77. Indicate the gender of the Post-Class Interaction Associate:**

- Male  
 Female  
 Prefer not to answer

**78. Was the Post-Class Interaction Associate wearing glasses?**

- Yes  
 No

**79. Indicate the hair color of the Post-Class Interaction Associate:**

- |                                            |                                      |
|--------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Auburn/Red        | <input type="checkbox"/> Brown       |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown  |
| <input type="checkbox"/> Black             | <input type="checkbox"/> Gray/White  |
| <input type="checkbox"/> Blonde            | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown       |                                      |

**80. Indicate the hair length of the Post-Class Interaction Associate:**

- |                                          |                                         |
|------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Short           | <input type="checkbox"/> Long           |
| <input type="checkbox"/> Ear Length      | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald    |
| <input type="checkbox"/> Mid-Back        |                                         |

**81. Indicate the approximate height of the Post-Class Interaction Associate:**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less  | <input type="checkbox"/> 5'10"       |
| <input type="checkbox"/> 5'1"        | <input type="checkbox"/> 5'11"       |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1"   |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus   |
| <input type="checkbox"/> 5'8" - 5'9" |                                      |

**82. Indicate the apparent race of the Post-Class Interaction Associate:**

- |                                           |                                                 |
|-------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> Native-American        |
| <input type="checkbox"/> East Asian       | <input type="checkbox"/> Other                  |
| <input type="checkbox"/> South Asian      | <input type="checkbox"/> Prefer not to answer   |
| <input type="checkbox"/> Hispanic         |                                                 |

**83. Following the class, were you made to clean your own station?**

*This question only applies to location 0003 - Peoria, AZ - Happy Valley. If you were not assigned to visit that location, select N/A.*

- Yes (10 points)  
 No (0 points)  
 N/A - not location 0003 (Peoria, AZ - Happy Valley)

**84. Following the class, were you made to put away your equipment?**

*This question only applies to location 0003 - Peoria, AZ - Happy Valley. If you were not assigned to visit that location, select N/A.*

- Yes (10 points)  
 No (0 points)  
 N/A - not location 0003 (Peoria, AZ - Happy Valley)

**85. Were you offered the complimentary cool towelette immediately following the exercise?**

*This question only applies to location 0003 - Peoria, AZ - Happy Valley. If you were not assigned to visit that location, select N/A.*

- Yes (10 points)  
 No (0 points)  
 N/A - not location 0003 (Peoria, AZ - Happy Valley)

**86. Reconnects after class**

*Select Yes if a staff member proactively asked how you were feeling, if you had any feedback on the class, or any other personalized question asked by a staff member after class.*

- Yes (10 points)  
 No (0 points)

**87. Demonstrates knowledge**

- Thoroughly answers questions (or finds someone who can) AND uses language that projects high confidence in his/her knowledge (10 points)  
 There was opportunity to more thoroughly answer questions (or find someone who could) OR there was opportunity to project higher confidence in his/her knowledge (5 points)  
 Does NOT thoroughly answer questions (and did not find someone who could) OR projected low confidence in his/her knowledge (0 points)

**88. Indicate question you asked:****89. Indicate staff member's response:**

**90. Coach makes recommendation of how many times a week you should come into the studio to start reaching your goals**

- Yes (10 points)  
 No (0 points)

**91. Positive/upbeat attitude**

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (uses upbeat tone of voice that conveys enthusiasm and energy about the studio) (10 points)  
 Is friendly and polite, but there is opportunity for improvement (e.g., uses minimal gestures and a positive, steady tone) (5 points)  
 Appears to be going through the motions / seems disinterested OR is impolite (0 points)

**92. Clearly explains pricing options**

- Fully explains the membership options and clearly calls out any additional costs (10 points)  
 Opportunity exists to better explain the membership options (somewhat unclear or clarifying questions need to be asked) (5 points)  
 Does NOT explain the membership options at all (0 points)

**93. Offers membership invite**

- Confidently asks if you would like to join today (10 points)  
 Asks if you would like to join BUT asked in a manner that lacked confidence (e.g., "Are you ready to join, or do you need some time to think about it?") (5 points)  
 Does not ask you to join (0 points)

**94. Indicate what the staff member said when asking you about membership options:**

*Explain what the staff member said about the membership options and if/how they asked you to join. Enter between 40 and 1000 characters.*

**95. Attempts to overcome objections**

- Uses positive tone of voice, tries to understand your objection, AND provides information to encourage you to join (10 points)  
 Uses positive tone of voice but does not both seek to understand your objection and provide information to encourage you to join (5 points)  
 Criticizes your decision OR does not use a positive tone of voice (0 points)

**96. Expresses appreciation**

- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND made attempt to continue relationship (e.g., hope to see you in another class soon) (10 points)  
 Offers a positive closing remark OR made attempt to continue relationship (5 points)  
 Does not offer a positive closing remark and does not make attempt to continue relationship (0 points)

**97. Post-Class Interaction Supporting Narrative:**

*Explain the responses you selected for the Post-Class Interaction questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1000 characters.*

## Overall Experience

### 98. Based on your visit today, how would you rate your overall experience?

*Rate your overall experience today, with 0 being an extremely negative experience and 10 being an extremely positive experience.*

- |                            |                             |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6  |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7  |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8  |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9  |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 |                             |

### 99. Based on your visit today, how likely would you be to return to this location for future classes?

*Based on today's experience and assuming you are in the market for fitness classes, rate how likely you would be to return to this location, with 0 being not at all likely and 10 being extremely likely.*

- |                            |                             |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6  |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7  |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8  |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9  |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 |                             |

### 100. Based on your visit today, how likely would you be to recommend this location to friends and family?

*Based on today's experience and assuming you have friends/family in the market for fitness classes, rate how likely you would be to recommend this location, with 0 being not at all likely and 10 being extremely likely.*

- |                            |                             |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6  |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7  |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8  |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9  |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 |                             |

### 101. Indicate any area of opportunity that will allow this location to better serve you:

### 102. Indicate anything that you experienced that made the experience abnormally unique and/or staff went above and beyond:

### 103. Overall Experience Supporting Narrative:

*Explain the responses you selected for the Overall Experience questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. You must enter between 75 and 1000 characters.*

## Shop Validation

### 104. Did you take a location exterior selfie?

*Select Yes then upload your location exterior selfie.*

- Yes  
 No

### 105. If you do not have a location exterior selfie photo, explain why:

*Enter N/A if you uploaded your selfie.*

END OF QUESTIONNAIRE