

Fwd: Exit Survey

Scott Acosta

AUG 7

----- Forwarded message -----

From: **John Haun** <jhaun@startingstrengthgyms.com>

Date: Thu, Aug 7, 2025 at 10:44 AM

Subject: Exit Survey

To: Scott Acosta <sacosta@startingstrengthgyms.com>

We retain more members than other comparable services. Still, we would like to improve our member retention metrics. Can you design a survey that would be sent to ex-members who have recently cancel their membership? We would send this survey to everyone who cancels their membership, with the intended outcome of discovering the information necessary to develop the appropriate tactics for improving member retention metrics. We think it would be valuable to ask questions like: Did you find the service valuable? Were your expectations met? Did you get the functionality benefits you expected? Did you get the physique adaptations you expected? Would you ever come back? Would you refer a friend? Under what circumstances would you have kept your membership? Stuff like that. But, we want it to be non-pressuring, and we want to promote disclosure. Remember, the intended outcome is to discover information that will lead to good tactics. The intended outcome isn't to save the member that is taking the survey.

Here's a thoughtful, non-pressuring exit survey designed to promote honest disclosure and give you the insights necessary to improve your **member retention strategy**. The tone is warm, respectful, and curious—not desperate or defensive.

Full survey attached. Here is an excerpt, for appearance purposes:

1. Overall Experience

How would you describe your overall experience with us?

- ☐ Excellent
- ☐ Good

- ☐ Fair
- ☐ Poor
- ☐ Other (please specify): _____

2. Value Perception

Did you feel the service was valuable for the price you paid?

- ☐ Yes, very much
- ☐ Mostly yes
- ☐ Not really
- ☐ No
- ☐ Not sure

(Optional: Please tell us more about your answer)

3. Expectations

Were your expectations met in the following areas?

Area	Yes Somewhat No N/A			
Coaching attention / personalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical results / progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program structure & pacing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facility and equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community and atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Exit_Survey_for_Canceled_Members

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