

Testimonial - Hannah Smith - Freedom Leisure

Anna Bates – Sales and Customer Service Trainer & Transformational Coach

Working with Anna Bates and Room 11 Coaching to develop our 'Delighting Customers – All of Them, All of the Time' programme has been a really positive experience for Freedom Leisure.

We wanted to create something that went beyond traditional customer service training – a programme that would help our colleagues better understand both themselves and our customers, challenge the way they think about customer interactions, and give them practical tools they could genuinely use in our leisure centres. Anna understood that brief and worked with us to create a course that feels relevant to our business, our colleagues and the wide range of customers we serve.

Anna initially delivered Train the Trainer sessions to 12 of our internal trainers, equipping them with the knowledge, confidence and resources to take the programme out across Freedom Leisure. It has been particularly rewarding to see those trainers make the programme their own and receive such positive feedback from colleagues across the organisation.

The response to the training so far has been overwhelmingly positive, with the vast majority of participants rating the course Excellent or Very Good and reporting that they feel confident applying what they have learned in their roles.

What has been especially encouraging is the feedback about the practical application of the course. One colleague told us they had used elements of the training the very next day, while another said the course had helped them identify different situations and personality types and adjust their approach appropriately to meet the needs of both colleagues and customers.

The tools and concepts Anna developed have really resonated. Colleagues regularly highlight the customer 'flag' system, personality profiling and the Drama and Winners Triangles as some of the most valuable parts of the day. One participant described how the training had made them think differently about situations they had previously found themselves in and how they could change their response, while another said it had given them "a better understanding of customer behaviour, as well as greater awareness of our own personalities and how they influence interactions."

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Perhaps the strongest endorsement is how people describe the overall experience. We have had comments including “one of the best training courses I’ve been on,” “really engaging, really informative and interesting,” and “normally training sessions can drag on, this one didn’t and I genuinely feel like I learned something.” Another colleague described the programme as “very different to other customer courses.”

We have also seen benefits beyond customer interactions. Colleagues have talked about coming out of their comfort zones, building relationships with people from different sites and departments, sharing experiences and reflecting on how their own behaviours affect others. Several have said they believe the programme should be delivered to all colleagues so that we develop a consistent approach to customer service across Freedom Leisure.

For us, that is exactly what we wanted to achieve. Anna has helped us create a programme that isn't simply about telling people to deliver great customer service; it gives them the tools to understand why people behave differently, how their own behaviour influences an interaction, and what they can do to create a better outcome.

We are still relatively early in our rollout, but the feedback and engagement we have seen already give us real confidence that ‘Delighting Customers – All of Them, All of the Time’ will make a meaningful contribution to the customer experience across Freedom Leisure.



Hannah Smith

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