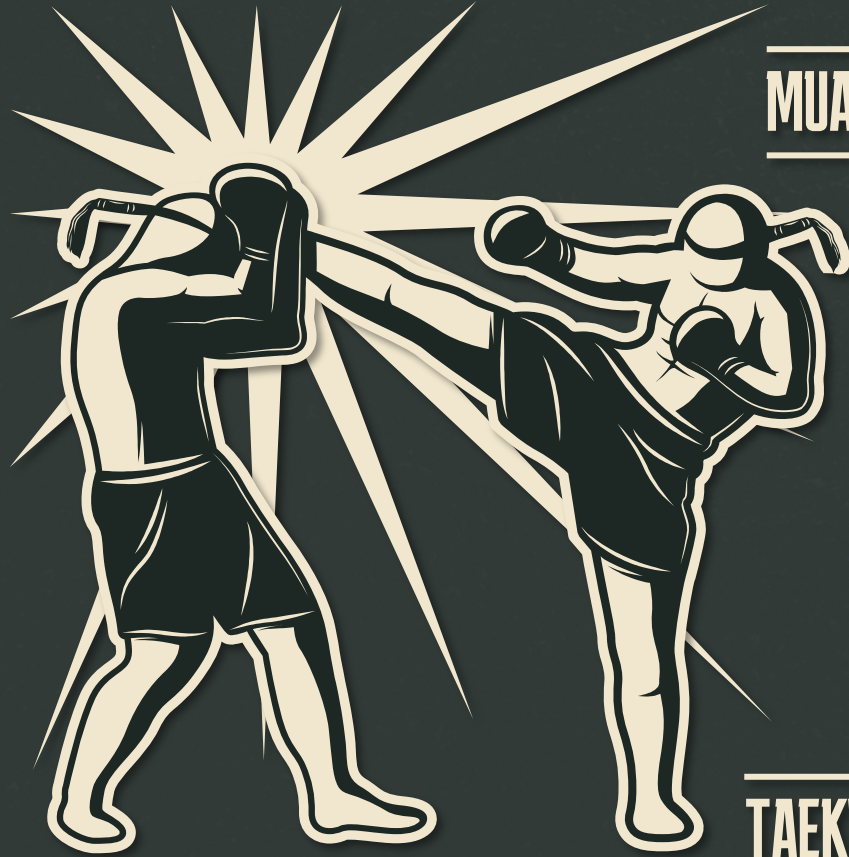


Wheaton's Martial Arts

Customer Experience
Report 2024



MUAY THAI

TAEKWONDO

INTRODUCTION



Welcome to the annual Wheaton Martial Arts Customer Experience Report. Our goal was to gain valuable insights into the experiences and satisfaction levels of both students and parents within our community. Through this research, we aimed to uncover how our programs are perceived, identify areas for improvement, and ensure that we continue to meet the needs and expectations of our members. In the following slides, we will share the key findings, insights, and actionable steps that will help us enhance the overall experience at Wheaton Martial Arts.

EXECUTIVE SUMMARY

This year, our report focused on the customer journey from initial interest in martial arts to retaining their membership with Wheaton Martial Arts. We explored how parents interact with our social media platforms and identified opportunities for growth in that area. Lastly, we examined how we communicate with our community and how we can improve our communication methods.

All statistics used in this report were from our internal market research team, headed by Kumar Derrow, our Head of Marketing and Research, in which we conducted in-depth interviews with students and parents, quantitative surveys, and observational ethnography collected over two months.



TABLE OF CONTENTS

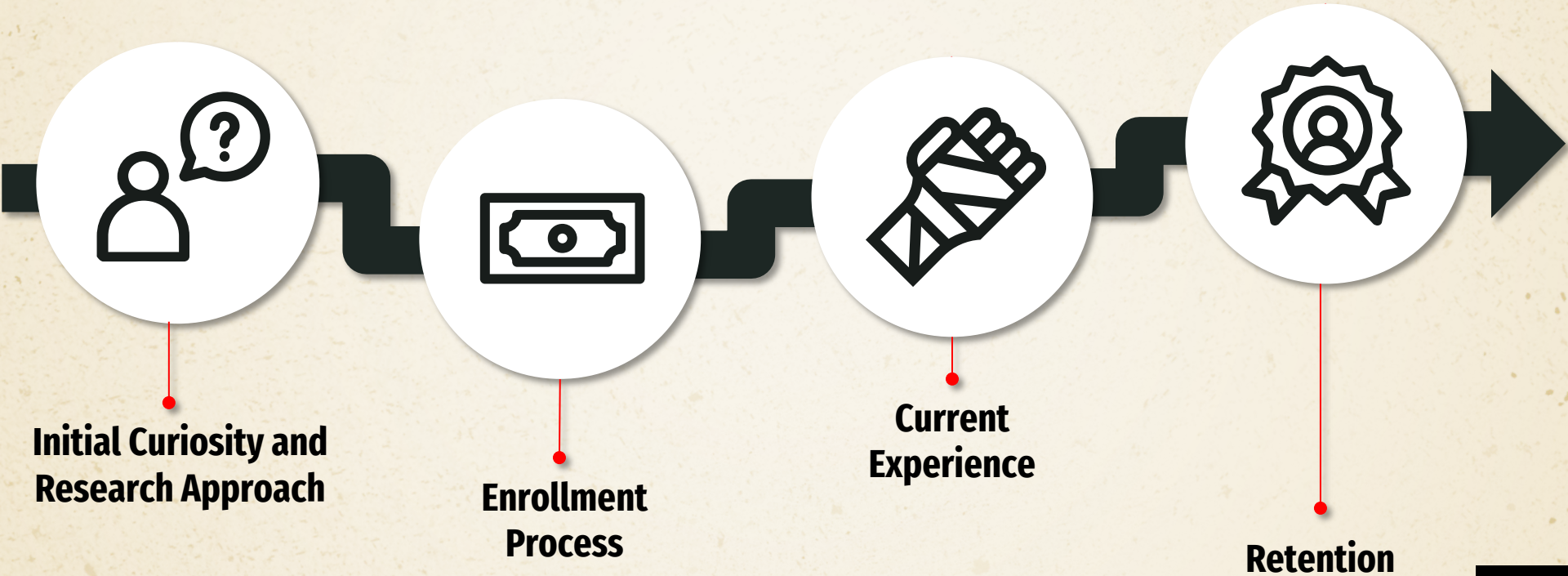
01 INTRODUCTION

05 CUSTOMER
JOURNEY

11 FUTURE
OUTLOOK

17 CLOSING
STATEMENT

Customer Journey Map



Initial Curiosity and Research Approach

Wheaton's Martial Arts thrives on the strength of its community. Year after year, parents trust us with their children's physical education, largely due to the strong word-of-mouth recommendations from other parents. In fact, **78%** of parents indicated that word-of-mouth was a key factor in their decision to explore our school.

Our reputation speaks for itself, with **97%** of parents expressing that they would recommend Wheaton Martial Arts to others.

First impressions matter greatly, and we are proud that **82%** of parents reported a positive first impression of our school. But what exactly contributed to that impression?

- **84%** of parents were impressed by the reputation of our instruction.
- **52%** were drawn to our school's philosophy and values.
- **63%** appreciated the culture and atmosphere that we cultivate.

Enrollment Process

When people hear the term “enrollment process,” they often anticipate a lengthy and cumbersome experience. However, at Wheaton Martial Arts, we defy that expectation. In fact, **88%** of parents report having a highly satisfactory enrollment experience with us.

What Aspects of The Enrollment Process did Parents find Easy or Difficult?



Current Experience

At Wheaton Martial Arts, our top priority is ensuring that our students have an exceptional experience. An overwhelming **97%** of parents report that their child's emotional state after class is one of extreme happiness.

Students consistently rate their ongoing experience with us highly, with an average score of **9.4 out of 10**.

So, what do students love most about Wheaton Martial Arts?

- **80%** appreciate the quality of instruction.
- **73%** value the community atmosphere.
- **88%** are pleased with their personal progress.

“Before my first-class I thought it was going to be hard and it was hard but it a way that made me want to keep coming back”

– Beginner Taekwondo Student, 7

“My child's experience on Wheaton's Martial Arts has been great and the instructors show high quality training compared to the previous gym my child attended before enrolling here. “

- Parent

“Progression is what I'm focused on. I want to become a blackbelt and everyday in class I feel pushed”

– Advanced Muay Thai Student, 16

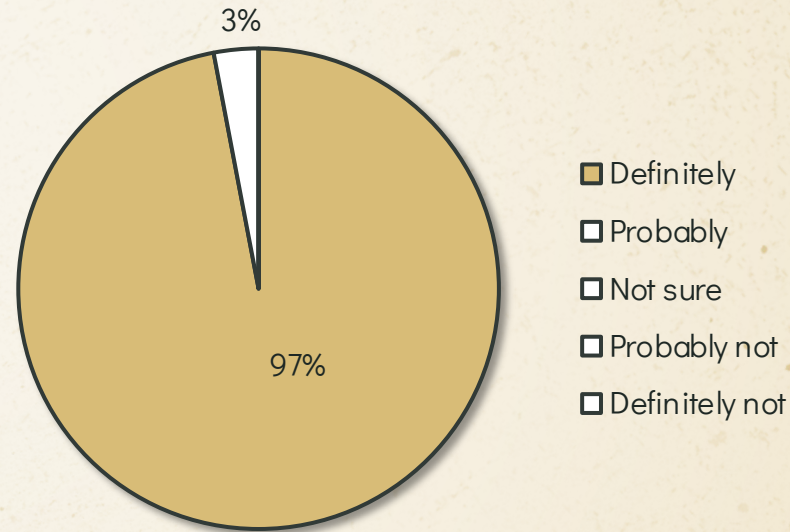


Retention

Parents and students consistently enjoy their experience at Wheaton Martial Arts, so much so that **80%** have never considered discontinuing their enrollment. Among the **20%** who did consider it, the sole reason cited was commute time.

Our strong retention rate is further supported by the fact that **83%** of parents are fully satisfied with their child's ongoing experience at Wheaton Martial Arts. This high level of satisfaction, coupled with our commitment to excellence, ensures that we continue to meet and exceed the expectations of our community.

Would Parents Recommend Wheaton Martial Arts To Other Prospective Parents?



Customer Journey Map

Initial Curiosity and Research Approach

Highly regarded by parents for its strong community, excellent instruction, and positive atmosphere, with a significant majority recommending it due to word-of-mouth and positive first impressions.

Enrollment Process

Offers a smooth enrollment process, with 88% of parents reporting high satisfaction, particularly appreciating helpful staff and clear information.

Current Experience

Delivers an exceptional experience, with 97% of parents reporting their child's happiness and students rating their experience 9.4 out of 10, appreciating quality instruction, community, and personal progress.

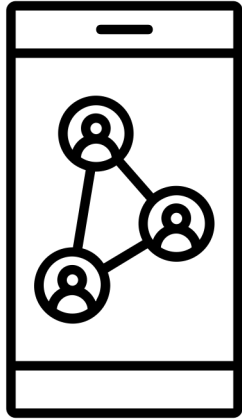
Retention

Enjoys strong retention, with 80% of families never considering leaving, 83% of parents fully satisfied, and 97% willing to recommend the school to others.

2025 OUTLOOK



CONNECTING TO OUR COMMUNITY



SOCIAL MEDIA



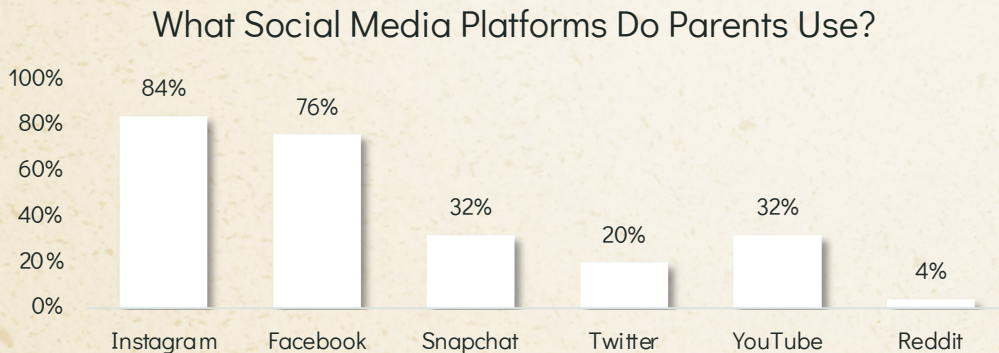
WEBSITE



Social Media Outlook

Social media is a valuable tool for us to engage with our current participants and offer prospective students a glimpse into the Wheaton Martial Arts community.

While **84%** of parents are active on social media, only **60%** currently follow Wheaton Martial Arts. When asked why they'd like to see from us, parents mentioned:



“I enjoy the content that highlights the different types of training. Highlighting why WMA is a great place to learn and develop could help potentially new families learn more.”

“Sparing content, training content”

“More pictures”

“More content on martial arts”

“Every events that was involved with the class”

Social Media Outlook

Going forward, we will be enhancing our presence on Facebook and Instagram by implementing the following strategy:

- Posting images and videos showcasing our students in action
- Geotagging each post to increase local visibility
- Utilizing hashtags to highlight Burien, Wheaton's Martial Arts, and Taekwondo/Muay Thai
- Posting consistently, three times a week
- Creating content focused on social events and tournaments

Geotagging

Images of student participating in class

Hashtags

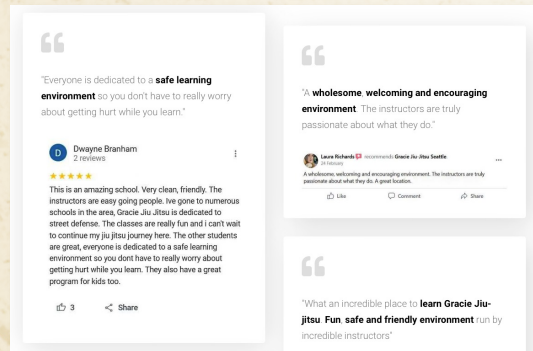


Website

Our website serves as the primary resource for current students and a welcoming introduction for prospective ones. Now that we have a clearer understanding of what parents seek in a martial arts school, we are better equipped to demonstrate why Wheaton Martial Arts is the ideal choice for their child.

With only **60%** of parents having visited our website, we will be enhancing our online presence by incorporating the following elements:

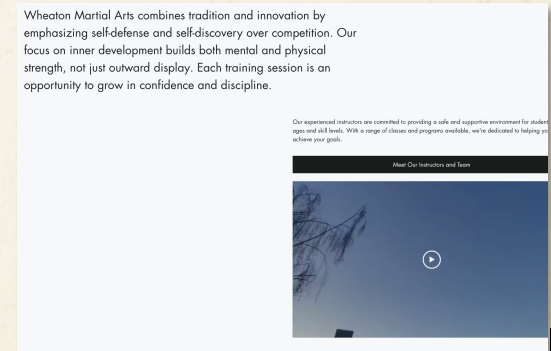
Testimonial Section



Add Tournaments and Social Events to Existing Calendar

2 PM				
3 PM				
4 PM				
5 PM	Taekwondo Beginners, 4-6 pm	Taekwondo Sparring 4:30 - 6 pm	Taekwondo Beginners, 4-6 pm	Taekwondo Sparring 4:30 - 6 pm
6 PM	Taekwondo Intermediate/A		Taekwondo Intermediate/A	
7 PM	Muay Thai Beginners, 6-8 pm	Muay Thai Sparring 6:05 - 7:05 pm	Muay Thai Beginners, 6-8 pm	Muay Thai Sparring 6:05 - 7:05 pm
8 PM	Muay Thai Advanced 6:50 - 8:30 pm	Muay Thai Sparring 7:10 - 8:40 pm	Muay Thai Advanced 6:50 - 8:30 pm	Muay Thai Sparring 7:10 - 8:40 pm
9 PM				
10 PM				

Update our values section



Get Our Names Out There

Posters will be strategically placed both inside and outside the school to showcase tournaments, social events, and other significant community activities.

Each poster will include the website, social media links, and a QR code for easy access.

Website

Social Media

QR Code



CLOSING STATEMENT

As we reflect on the insights gained from this year's Customer Experience Report, it is clear that Wheaton's Martial Arts continues to play a vital role in our community. From the overwhelmingly positive feedback on our instructional quality to the strong retention rates, our commitment to excellence remains steadfast.

Our journey doesn't end here. We will continue to refine our enrollment process, enhance our communication strategies, and expand our social media presence to better connect with both current and prospective students. By staying attuned to the needs of our members, we are confident that Wheaton's Martial Arts will remain a cornerstone of the Burien community for many years to come.



THANKS!

Do you have any questions?

Kumarderrow.com

Wheatonmartialarts.com

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