

Building the Foundations of “Unbelievable” Service

Instructors: Blair McHaney, CEO of MXMetrics & Ralph Rajs, Industry Leader and Endurance Athlete

1. Welcome & Course Overview

What You’ll Learn

- Why hospitality is a strategic differentiator in club operations
- The Six Levels of Service and how to achieve “unbelievable”
- Practical ways to create emotional connections and recover from service mistakes

Course Description

This course introduces the mindsets and mechanics of delivering “unbelievable” service in a club setting. Through real-world examples and data-driven frameworks, Blair McHaney and Ralph Rajs explain how to use hospitality to win loyalty, build community, and separate your club from the competition. You’ll leave with practical tools to level-up your team’s consistency, personalization, and presence.

2. Meet Your Instructors



Blair McHaney

President and CEO of MXMetrics, Blair is a pioneer in customer experience strategy for the fitness industry. With over 40 years of operational leadership, he has influenced service standards across leading brands and is a former VP at Medallia and Gold’s Gym Franchise Association President.



Ralph Rajs

An accomplished fitness executive and endurance athlete, Ralph has led operations and strategy across diverse sectors including fitness clubs and esports. He’s a key mentor and educator within the Club Solutions Institute, with a passion for helping leaders turn insights into action.

3. Key Terms You Need to Know

Member Experience: The sum of all interactions a member has with your facility and team

Six Levels of Service: A framework measuring service from criminal to unbelievable

Service Recovery: The process of responding to and resolving service failures effectively

Emotional Connection: The sense of belonging and value members feel through personalized service

Name Recall: Remembering member names as a key to building connection

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4. Course Roadmap

| Module No. | Title | Duration |
|------------|--|----------|
| 1 | Why Member Experience Matters | 5 mins |
| 2 | Demystifying Hospitality & Member Experience | 12 mins |
| 3 | Gracious Greetings and Goodbyes | 13 mins |
| 4 | Personalizing the Member Experience | 19 mins |
| 5 | Service Recovery | 13 mins |

5. Module Deep Dives

Module 1: Why Member Experience Matters

Overview: Why hospitality is not just a feel-good concept, but a measurable, strategic business advantage.

Key Concepts:

- Reputation drives success in local markets
- Perception = reality in service quality
- Data helps define and track service success

Action Exercise: Interview three staff members: What does great service mean to them?

Module 2: Demystifying Hospitality & Member Experience

Overview: Blair introduces the service spectrum and how clubs can level up to desired, surprising, and unbelievable experiences.

Key Concepts:

- Service quality evolves with expectations
- You're competing with world-class brands, not just gyms
- What was surprising yesterday is expected today

Action Exercise: Audit one member interaction. What level of service did you deliver?

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5. Module Deep Dives Continued

Module 3: Gracious Greetings and Goodbyes

Overview: How first and last impressions shape member loyalty.

Key Concepts:

- Be warm, personal, and real—not robotic
- Know names, read cues, and have fun
- Great greetings start at the top

Action Exercise: Spend one shift observing only entrances and exits. Take notes.

Module 4: Personalizing the Member Experience

Overview: Why personalization matters and how to improve name recall and engagement.

Key Concepts:

- Remembering names makes members feel seen
- Name recall is trainable through techniques and practice
- Compliments on effort create deep emotional bonds

Action Exercise: Set a goal to learn and retain 5 members’ names per week. Encourage other managers to join you in the challenge.

Module 5: Service Recovery

Overview: Mistakes will happen. What you do next determines loyalty.

Key Concepts:

- Own it, act fast, and go beyond expectations
- Empathy matters more than apology
- Five-star fixes turn critics into fans

Action Exercise: Write a mock response to a real member complaint.

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6. Cheat Sheet / Quick-Reference Guide

Six Levels of Service

1. Criminal
2. Basic
3. Expected
4. Desired
5. Surprising
6. Unbelievable

The 3 Ps of Service

- Presence: Be fully engaged with members
- Personalization: Use names, preferences, recognition
- Proactivity: Anticipate needs before they're voiced

Name Recall Hacks

- Use the club software for name cues
- Repeat names aloud
- Associate names with pop culture or wordplay

7. Exercises & Practices

Service Audit Worksheet

Goal: Identify current service level and opportunities

Instructions: Observe 3 interactions and assign a service level to each. What could improve?

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7. Exercises & Practices Continued

Name Recall Drill

Goal: Improve member name retention

Instructions: Learn and recall 5 member names per week. Use a technique and track results.

Five-Star Fix Roleplay

Goal: Practice resolving complaints effectively

Instructions: In teams, roleplay scenarios with a mistake, response, and outcome. Rate each other.

8. Next Steps & Call to Action

Congratulations! You’ve completed Building the Foundations of “Unbelievable” Service.

Keep leveling up by:

- Auditing your club’s first and last impressions
- Practicing name recall as a team sport
- Turning mistakes into five-star opportunities