



Matt Farrell • USA SWIMMING

Introduction: A Focus on Customer Services and Welcoming Families to the Sport

@MattFarrell_



The Secret (Swimming) Shopper



**We
Contacted 20
Swim Teams
by Email**

A close-up shot of a woman with long, wavy blonde hair. She has a wide-eyed, open-mouthed expression of shock or surprise. She is wearing a red and orange patterned top. The background is dark and out of focus.

**And They
Are All in
This Room!**



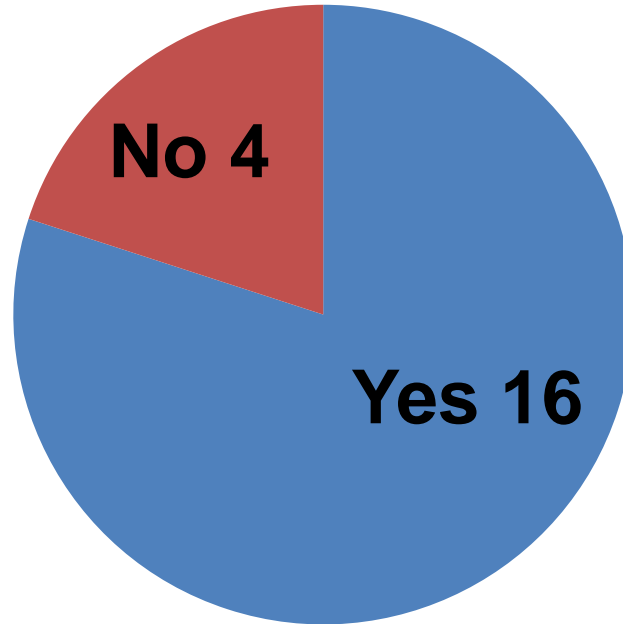




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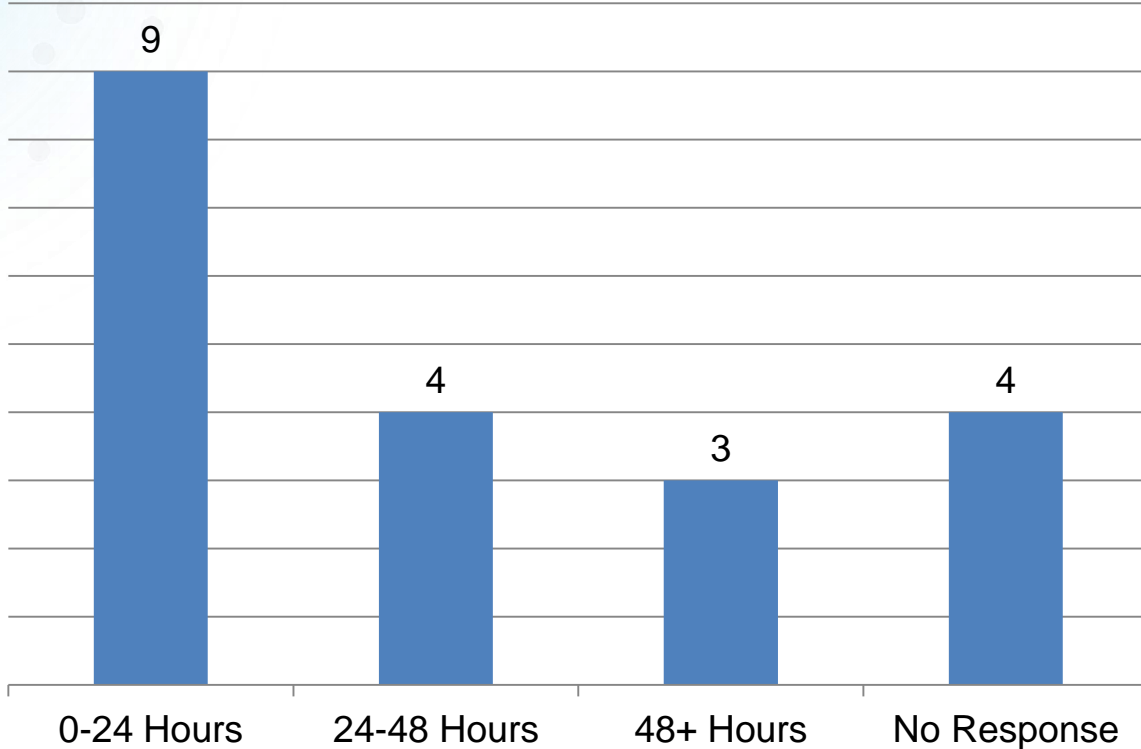


Did Teams Respond?





Response Time





What Service Did We Get?



55% Invited the Kid to a Evaluation/Tryout

40% Completely Answered the Questions


40% Somewhat Answered the Questions



20% No Response



**So, if 4 Parents Didn't Get a
Response in Just Our Survey**



**That Would Equate to 600
Parents Across USA
Swimming
Congratulations Soccer!**



The Good News

80% of parents have
a “next step” with a team



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Great Quotes!

“We encourage kids to reach their full potential, develop essential life skills while having fun!!”



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Great Quotes!

“Whether it be our beginners or our nationally ranked swimmers, helping them to improve and reach their goals is very rewarding to me and our coaching staff.”



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Great Quotes!

“Our team is a smaller team and I truly believe as a coach that a smaller program can offer so much more than just the sport of swimming; but the bond of a team, more one on one attention and a feeling of community.”



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Let's Talk Customer Service!