SERVICE QUALITY REPORT

for **Planet Fitness, 2719 N California Ave, Chicago, IL 60647, USA**

1. HOW TO USE THIS REPORT

This report summarizes customer feedback from public reviews for the **last 6 months** and turns it into a structured view of performance across key areas of the business. It helps readers quickly understand what customers consistently praise and what repeatedly creates friction. This perspective serves as a snapshot of the business and can be used as a health-check tool to identify areas for improvement business managers or a due diligence tool to understand the current state of service quality and employee engagement which are important points to consider when making acquisition decisions.

To gain those insights, each customer review is broken into individual comments and categorized by what it refers to under the following **6 categories: services, products, employees, behaviours, departments and job roles.** Every comment is tagged as **Positive** or **Negative**, so patterns are visible at a glance. **It is important to note that the sentiment counts in this report are not the number of reviews with a given sentiment but the number of atomic comments related to each category.** As an example, one customer review can have 8 atomic comments with 2 positive and 6 negative sentiments and these comments can be about a specific product, service, department, job role or an employee.

Structure

1) How to use this report — Current section

2) Executive summary — A high-level overview of overall sentiment and the strongest/weakest areas, designed for fast evaluation.

3) Category-by-category sections — A full walkthrough of every category (services, departments, job roles, products, employees, behaviours).

Category Sections

• **Category Analysis:** A plain-language explanation of what customers are saying and what it implies for performance for for the sub-categories within a category.

• **Trend Analysis:** Whether sentiment is improving or declining across the last six months for the sub-categories within a category. Trend analysis graphs also covers key themes from the most recent period so recurring issues and standout strengths are easy to spot.

• **Heatmap Analysis (where available):** Heatmap-style detail to pinpoint which specific attributes drive sentiment for employees and products. Employee attributes are behavioural, product attributes are things such as availability, price, taste.

2. EXECUTIVE SUMMARY

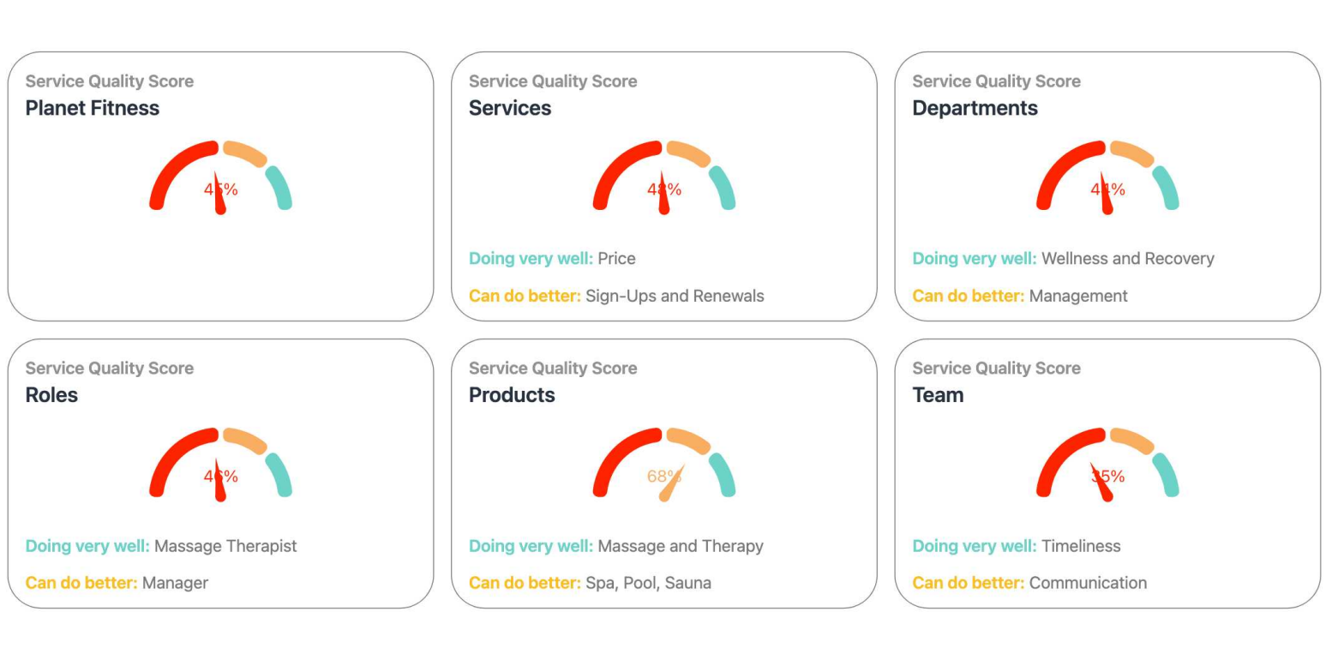
Planet Fitness currently has an overall customer satisfaction score of 45.1%, indicating a **significant need for improvement** across multiple categories. The departments category scored 44.3%, services 47.7%, job roles 45.9%, products 68.0%, and employees 35.0%. The **employees category** is the lowest performer, with particular issues in **Communication**. Management within departments and the Manager role also received notably negative sentiment. On the other hand, products showed relatively better sentiment, especially for **Massage and Therapy**, and customers appreciated the **Price** within services.

Despite some positive feedback regarding pricing and wellness offerings, the overall experience is hampered by **frustrations with sign-ups and renewals**, **poor management**, and **employee communication issues**. The negative sentiment outweighs the positive in most categories, suggesting that customers are dissatisfied with several key aspects of their interactions at Planet Fitness.

Key improvement areas

- Enhance **employee communication** and customer interaction skills.
- Streamline and improve the **sign-up and renewal process** to reduce customer frustration.
- Address **management practices** to foster a more positive environment.
- Increase support and training for **manager roles** to improve leadership effectiveness.

Immediate next steps should include conducting targeted training sessions for employees focused on communication and customer service, reviewing and simplifying the sign-up and renewal procedures, and implementing management coaching programs to address leadership gaps. Regular feedback collection and monitoring should be established to track progress and ensure sustained improvement in customer satisfaction.



Service Quality Score
Planet Fitness

Service Quality Score
Services
Doing very well: Price
Can do better: Sign-Ups and Renewals

Service Quality Score
Departments
Doing very well: Wellness and Recovery
Can do better: Management

Service Quality Score
Roles
Doing very well: Massage Therapist
Can do better: Manager

Service Quality Score
Products
Doing very well: Massage and Therapy
Can do better: Spa, Pool, Sauna

Service Quality Score
Team
Doing very well: Timeliness
Can do better: Communication

3. CATEGORY ANALYSIS

3.1 SERVICES

The strongest subcategory within services is **Equipment Condition and Variety**, which received the highest number of positive mentions and demonstrates consistent customer satisfaction. **Cleanliness** also stands out with a notable positive sentiment and minimal negative feedback. **Price** is viewed favorably, with only positive mentions and no negatives reported.

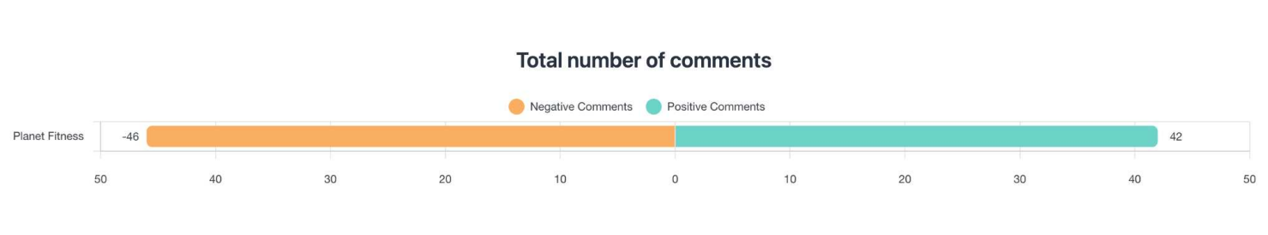
However, several subcategories show significant challenges. **Check-In** and **Safety** are the weakest areas, with the highest negative mention counts and very few positives. **Sign-Ups and Renewals** also received exclusively negative feedback, indicating a need for urgent attention. Orientation, Locker Rentals, and Location present a mixed sentiment, suggesting inconsistent experiences.

Key improvement areas

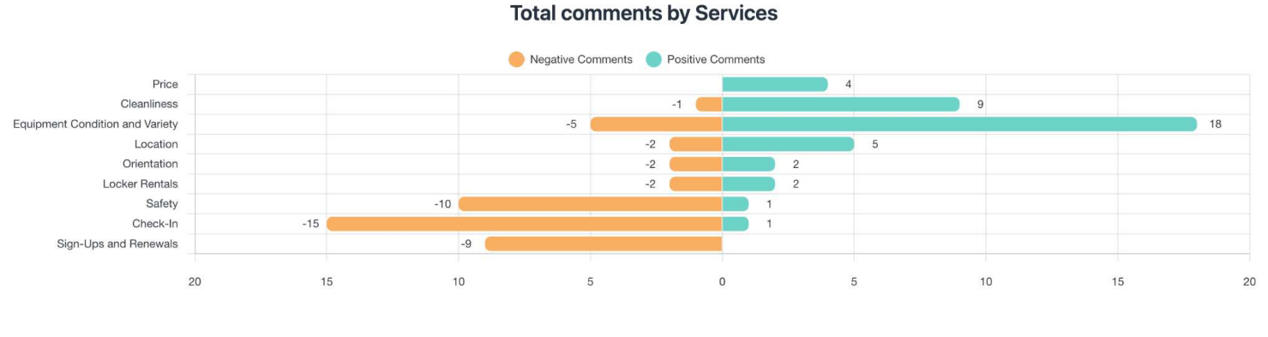
- Reduce negative experiences during **Check-In** by streamlining the process and improving staff training.
- Address **Safety** concerns through enhanced protocols and regular equipment inspections.
- Revamp **Sign-Ups and Renewals** procedures to make them more user-friendly and efficient.
- Monitor and improve consistency in **Orientation** and **Locker Rentals** services.

Immediate next steps should include targeted staff training for check-in and sign-up processes, implementing a safety audit and corrective measures, and reviewing customer feedback to identify specific pain points in orientation and locker rentals. These actions will help address the most critical issues and enhance overall service quality.

Total number of comments



Total comments by Services



3.1.2 SERVICES - TRENDS

During the most recent period, there was a **significant increase in negative sentiment related to Check-In**, rising sharply from 0 to 9 mentions. This marks the biggest worsening trend, with highlighted issues including **unfriendly front desk, dismissive attitude, no assistance, poor guidance, and bad customer service**. Safety concerns also persisted, with mentions of **broken glass warnings, requests for deterrents, and car break-in issues**.

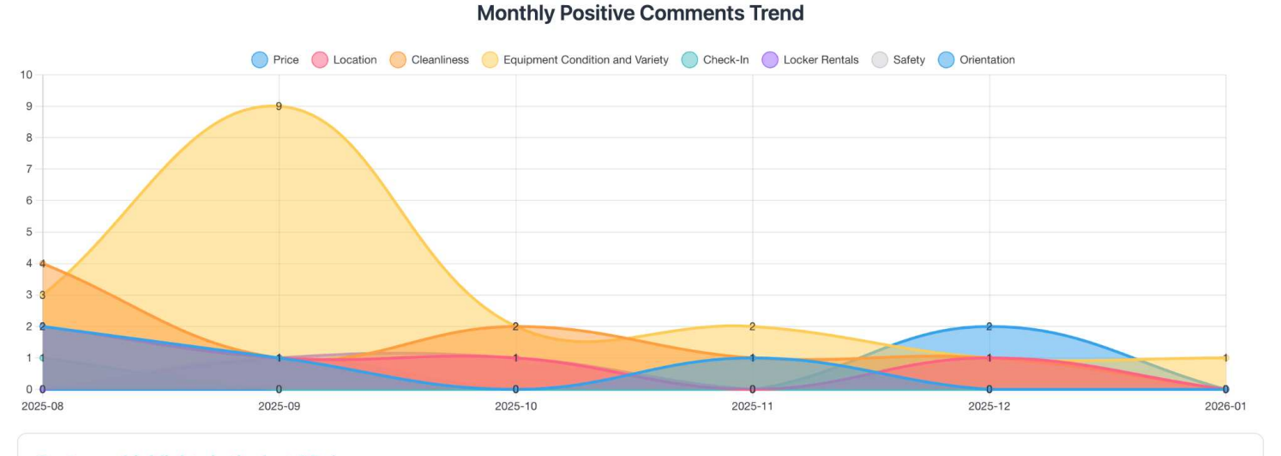
On the positive side, there were no notable improvements in any service subcategory, and positive sentiment remained low or declined across all areas. The previous highlight of **more equipment available** was not sustained, as positive mentions for Equipment Condition and Variety remained flat.

Key improvement areas

- Address front desk staff attitude and customer service at Check-In
- Enhance safety measures and communicate actions taken to customers
- Provide better guidance and assistance during customer interactions
- Monitor and maintain equipment availability and condition

Immediate next steps should include retraining front desk staff on customer service best practices, implementing visible safety improvements, and ensuring staff are proactive in offering assistance and guidance. Regularly monitor customer feedback to track progress and adjust actions as needed.

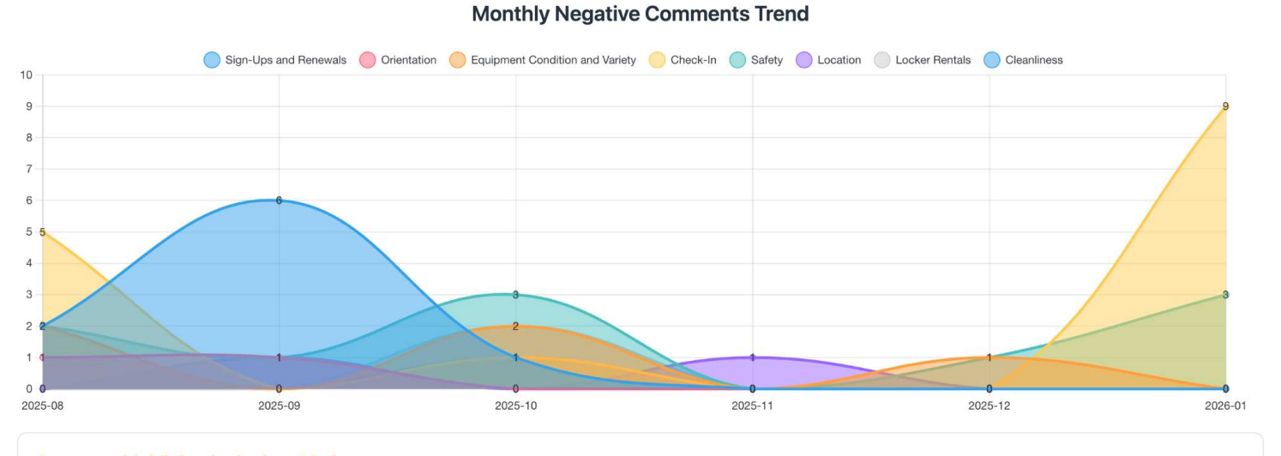
Monthly Positive Comments Trend



Customer highlights in the last 30 days

More Equipment Available

Monthly Negative Comments Trend



Customer highlights in the last 30 days

Broken Glass Warning, Request Deterrents, Car Break-In Issue, Unfriendly Front Desk, Dismissive Attitude, No Assistance, Poor Guidance, Bad Customer Service

3. CATEGORY ANALYSIS

3.2 DEPARTMENTS

The **Facilities and Maintenance** department stands out with a high number of positive mentions, indicating strong performance in this area. **Front Desk** also receives some positive feedback, but it is overshadowed by a significant volume of negative mentions. **Management** and **Front Desk** are the weakest subcategories, with negative sentiment far outweighing positive mentions.

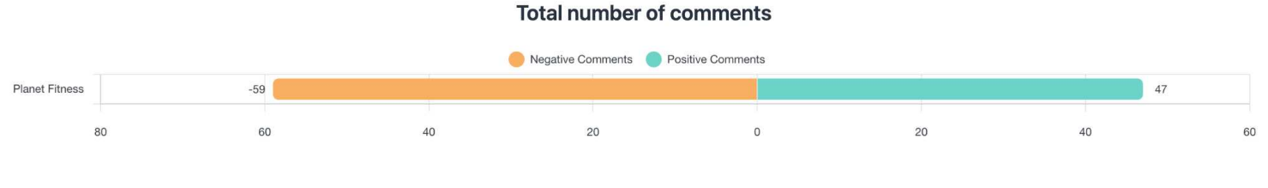
Other departments such as **Wellness and Recovery**, **Training and Coaching**, and **Sales and Membership** have limited data, but show a generally positive or balanced sentiment. The lack of substantial feedback for these areas suggests that further data collection may be needed to draw more robust conclusions.

Key improvement areas

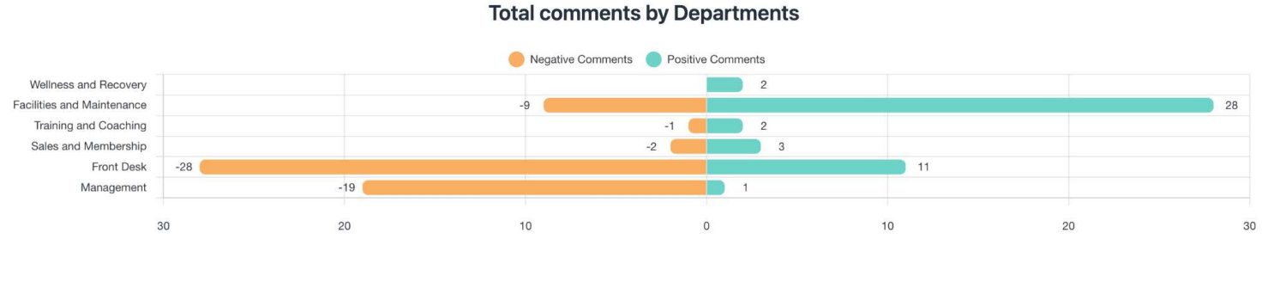
- Reduce negative experiences at the **Front Desk** by addressing customer service issues.
- Improve leadership and communication within **Management** to boost employee and customer satisfaction.
- Monitor and support departments with limited feedback to ensure emerging issues are identified early.

Immediate next steps should include targeted customer service training for **Front Desk** staff and leadership development programs for **Management**. Regular feedback collection from all departments will help track progress and uncover new areas for improvement.

Total number of comments



Total comments by Departments



3.2.2 DEPARTMENTS - TRENDS

In the most recent period, **negative sentiment for the Management department increased sharply**, rising from 1 to 10 mentions. This is the biggest worsening trend, with customer feedback highlighting issues such as **unprofessional behaviour, poor customer service, and an unwelcoming environment**. The Front Desk also saw a spike in negative mentions, particularly around **staff rudeness and dismissive attitudes**.

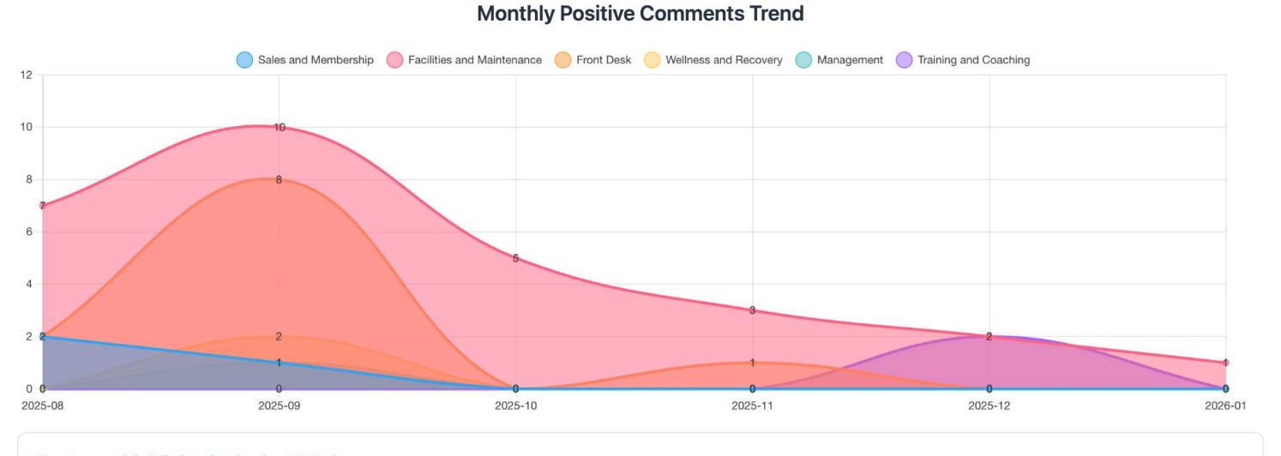
On the positive side, **Facilities and Maintenance maintained low negative sentiment** and had a highlight related to **more equipment being available**, suggesting some operational improvements in this area. However, overall positive sentiment across all departments remains low, with few positive mentions in the latest period.

Key improvement areas

- Address management-related concerns, focusing on professionalism and customer service.
- Improve Front Desk interactions to reduce reports of rudeness and unwelcoming behaviour.
- Enhance staff training on member treatment and assistance.
- Continue to monitor Facilities and Maintenance to sustain recent improvements.

Immediate next steps should include targeted training for management and front desk staff, implementation of regular customer service evaluations, and ongoing monitoring of customer feedback to quickly address emerging issues. Sustaining equipment availability and positive operational changes in Facilities and Maintenance will also help balance overall sentiment.

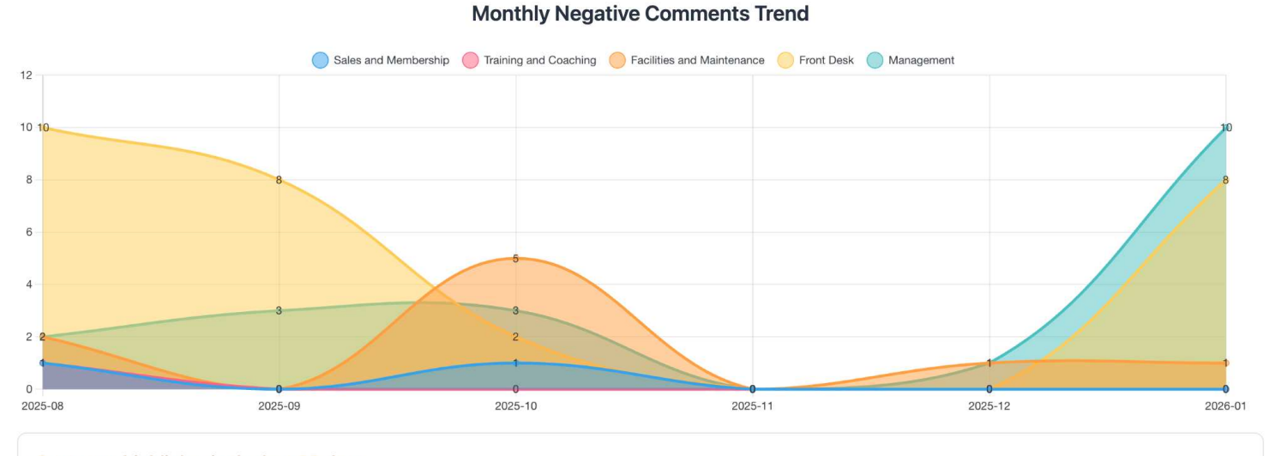
Monthly Positive Comments Trend



Customer highlights in the last 30 days

More Equipment Available

Monthly Negative Comments Trend



Customer highlights in the last 30 days

Broken Glass Warning, Unfriendly Front Desk, Staff Rude, Unprofessional Behaviour, Unwelcoming Environment, Poor Customer Service, Dismissive Attitude, No Assistance, Poor Guidance, Bad Customer Service, Management Should Improve, Request Deterrents, Car Break-In Issue, Zero Star Experience, Improve Member Treatment

3. CATEGORY ANALYSIS

3.3 ROLES

The strongest job roles based on customer sentiment are **Facilities Technician** and **Front Desk Staff** in terms of positive mentions, with Facilities Technician receiving the highest number of positive comments. However, **Front Desk Staff** also has the largest cluster of negative mentions, indicating significant dissatisfaction in this area. The **Manager** role stands out for its high proportion of negative mentions compared to positives, suggesting concerns with leadership or management interactions.

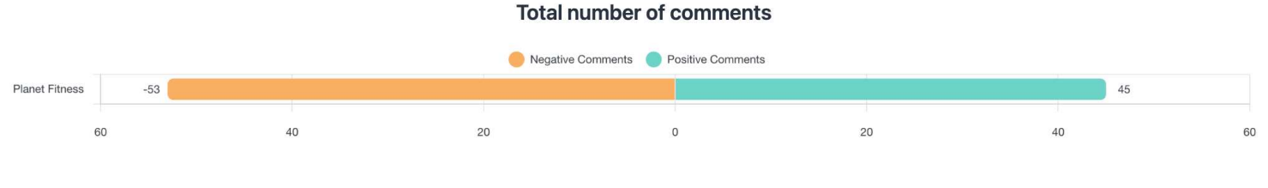
Other roles such as **Cleaner**, **Massage Therapist**, and **Personal Trainer** have relatively few mentions overall, but their sentiment is predominantly positive, indicating generally favorable customer experiences in these areas.

Key improvement areas

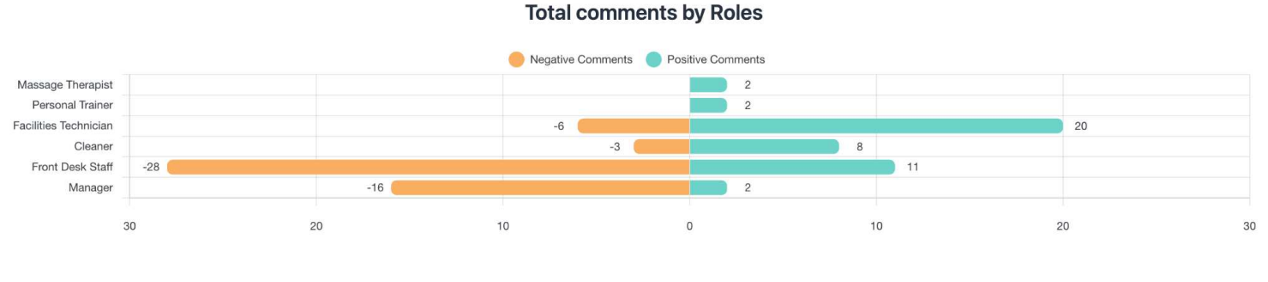
- Reduce negative experiences at the **Front Desk** by improving staff training and customer service protocols.
- Address concerns related to **Manager** interactions, focusing on leadership development and communication skills.
- Monitor and support the **Facilities Technician** role to maintain high positive sentiment and address any emerging issues.

Next steps include implementing targeted customer service training for Front Desk Staff, providing leadership workshops for Managers, and conducting regular feedback sessions with Facilities Technicians to sustain their strong performance and quickly resolve any negative feedback.

Total number of comments



Total comments by Roles



3.3.2 ROLES - TRENDS

In the most recent period, there was a **significant increase in negative sentiment towards Managers**, rising sharply from 1 to 10 mentions. This is the biggest worsening trend and is supported by multiple negative highlights such as "Unprofessional Behaviour," "Poor Customer Service," and "Management Should Improve." Additionally, **Front Desk Staff also saw a spike in negative sentiment**, with negative mentions increasing from 0 to 8, and highlights referencing "Unfriendly Front Desk" and "Dismissive Attitude."

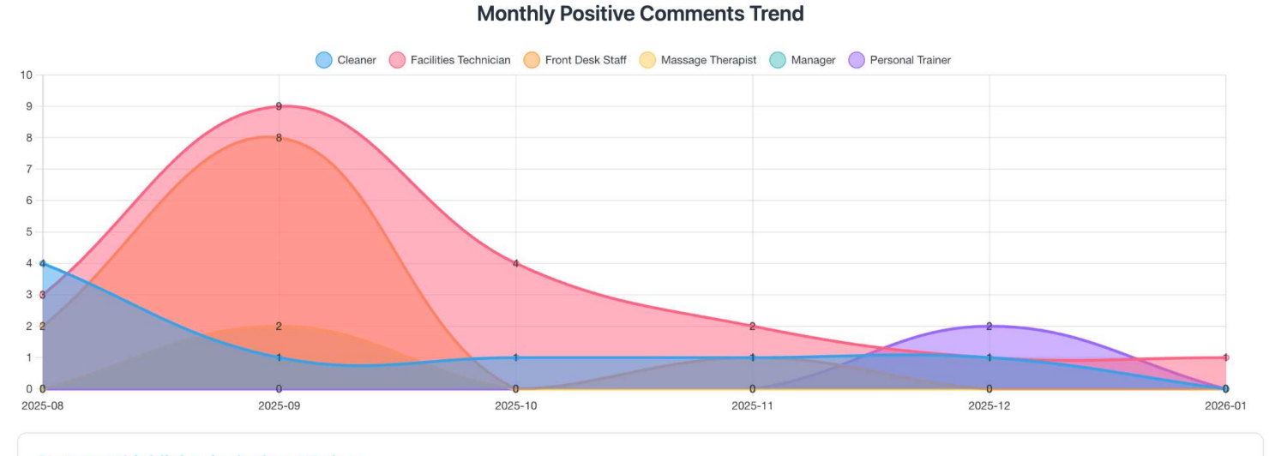
On the positive side, **Facilities Technician maintained low negative sentiment** and saw a reduction in positive mentions, indicating stable but unremarkable performance. The highlight "More Equipment Available" suggests some operational improvements, but these did not translate into increased positive sentiment for any job role in the latest period.

Key improvement areas

- Address and resolve management-related complaints, focusing on professionalism and customer service.
- Improve the attitude and helpfulness of Front Desk Staff to create a more welcoming environment.
- Enhance staff training on customer interaction and problem resolution.
- Monitor and respond promptly to facility safety concerns such as "Broken Glass Warning" and "Car Break-In Issue."

Immediate next steps should include targeted training for Managers and Front Desk Staff on customer service and professionalism, implementing a feedback loop to monitor improvements, and increasing visible staff support during peak hours to address member concerns proactively.

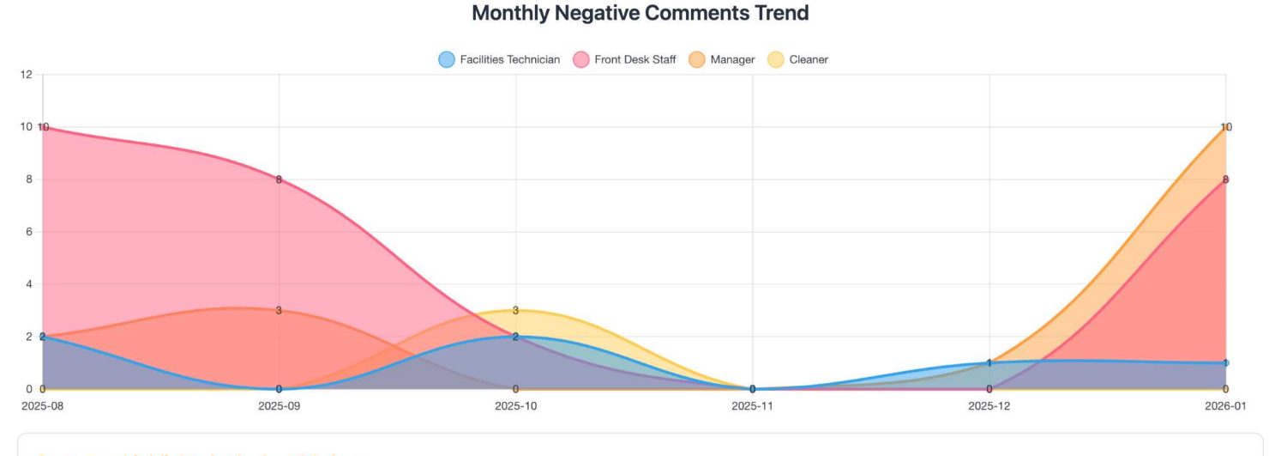
Monthly Positive Comments Trend



Customer highlights in the last 30 days

More Equipment Available

Monthly Negative Comments Trend



Customer highlights in the last 30 days

Broken Glass Warning, Unfriendly Front Desk, Staff Rude, Unprofessional Behaviour, Unwelcoming Environment, Poor Customer Service, Dismissive Attitude, No Assistance, Poor Guidance, Bad Customer Service, Management Should Improve, Request Deterrents, Car Break-In Issue, Zero Star Experience, Improve Member Treatment

3. CATEGORY ANALYSIS

3.4 PRODUCTS

The strongest subcategory in products is **Gym Membership**, which received the highest number of positive mentions. Customers frequently express satisfaction with this offering, indicating that it is a key driver of positive sentiment. **Massage and Therapy** and **Personal Training** also received positive feedback, though the mention counts are limited and do not allow for a robust assessment.

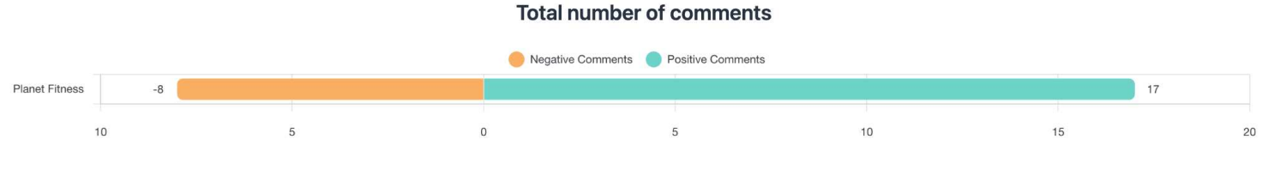
On the other hand, **Spa, Pool, Sauna** stands out as a weaker area, with more negative than positive mentions. **Gym Membership** also attracted some negative sentiment, suggesting that while it is popular, there are aspects that could be improved. The limited data for other subcategories restricts deeper analysis.

Key improvement areas

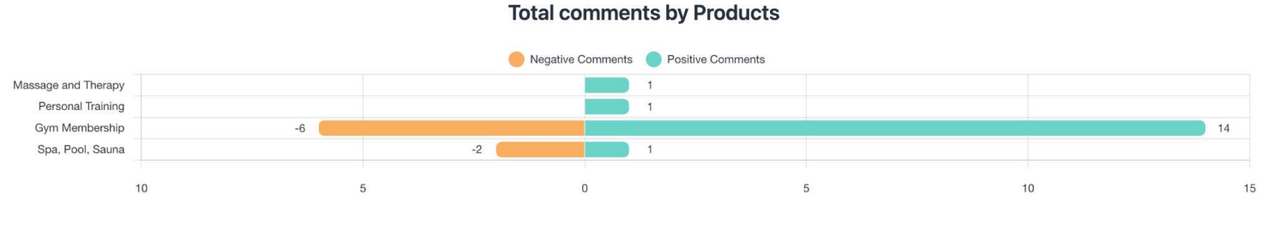
- Address specific concerns in **Spa, Pool, Sauna** to reduce negative feedback.
- Investigate the sources of dissatisfaction within **Gym Membership** and implement targeted improvements.
- Gather more feedback on **Massage and Therapy** and **Personal Training** to better understand customer needs.

Next steps should include conducting a focused review of customer complaints in the Spa, Pool, Sauna area and providing staff training or facility upgrades where needed. For Gym Membership, analyze negative mentions to identify recurring issues and refine processes or offerings accordingly. Increasing feedback collection for less-mentioned subcategories will help inform future product development and service enhancements.

Total number of comments



Total comments by Products



3.4.2 PRODUCTS - TRENDS

In January 2026, **positive sentiment for all product categories remained at zero**, continuing the decline observed since November. The **biggest worsening trend is the absence of positive mentions for Gym Membership, which previously had consistent positive feedback**. Meanwhile, negative sentiment for Gym Membership increased slightly, with one negative mention after two months of no negatives. The highlighted issue was "Too Crowded Evenings," indicating a specific operational concern.

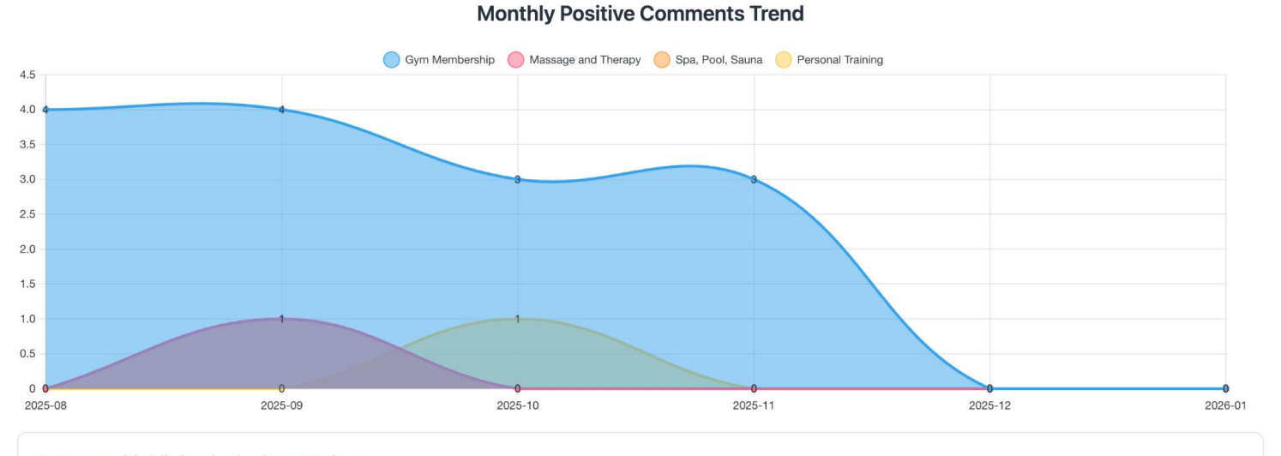
For Spa, Pool, Sauna, there were no positive mentions and no negative mentions in January, suggesting neutral or low engagement for this category.

Key improvement areas

- Address crowding issues during peak hours for Gym Membership
- Re-engage customers to encourage positive feedback, especially for core products
- Monitor Spa, Pool, Sauna usage and sentiment to identify emerging concerns

Next steps include implementing crowd management strategies for the gym during evenings, actively soliciting customer feedback to understand declining positive sentiment, and reviewing operational practices for all product areas to boost satisfaction and engagement.

Monthly Positive Comments Trend



Customer highlights in the last 30 days

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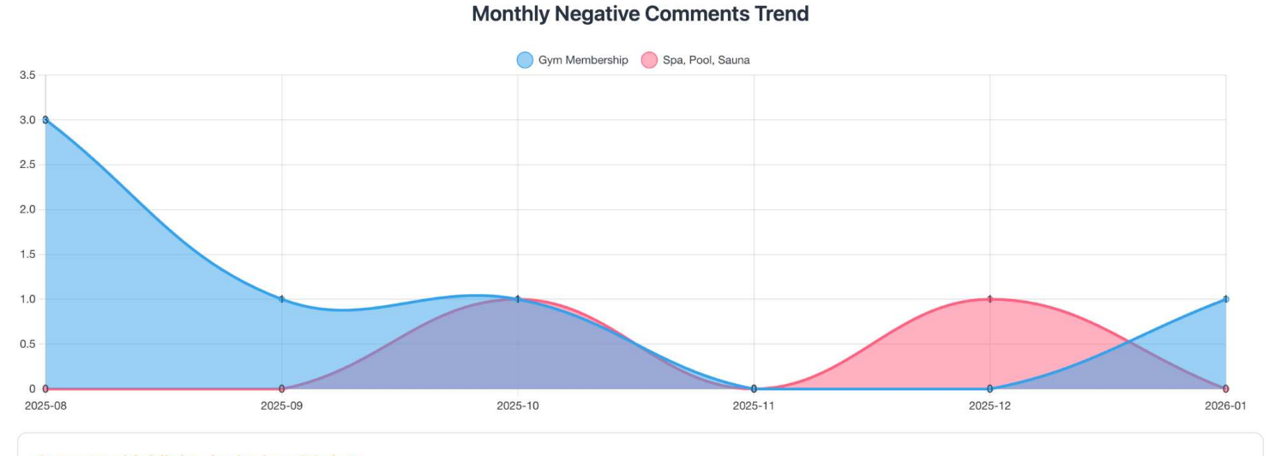
Monthly Negative Comments Trend



Customer highlights in the last 30 days

Too Crowded Evenings

3.4.3 PRODUCTS - HEATMAP

The sentiment heatmap for **products** reveals several noteworthy patterns. **Gym Membership** stands out with consistently positive sentiment for **Price, Quality**, and **Variety**, indicating customer satisfaction in these areas. **Massage and Therapy** and **Personal Training** show isolated positive sentiment for **Availability** and **Customer Support** respectively, but lack feedback on other attributes.

Consistent weak spots are visible in **Availability** for both **Gym Membership** and **Spa, Pool, Sauna**, where sentiment is marked as "Needs improvement." **Customer Support** for **Gym Membership** also requires attention. There are several areas with "No sentiment," indicating a lack of customer feedback, particularly for **Massage and Therapy**, **Personal Training**, and **Spa, Pool, Sauna** across most attributes.

Key improvement areas

- **Availability for Gym Membership and Spa, Pool, Sauna**
- **Customer Support for Gym Membership**
- Increase feedback collection for Massage and Therapy, Personal Training, and Spa, Pool, Sauna attributes

Next steps include prioritizing improvements in **Availability** for Gym Membership and Spa, Pool, Sauna, addressing **Customer Support** for Gym Membership, and implementing targeted surveys to gather more sentiment data for underrepresented product attributes.

Category details heatmap

	Availability	Customer Support	Price	Quality	Variety
Gym Membership	🟡	🟡	🟢	🟢	🟢
Massage and Therapy	🟢	•	•	•	•
Personal Training	•	🟢	•	•	•
Spa, Pool, Sauna	🟡	•	•	•	•

3. CATEGORY ANALYSIS

3.5 EMPLOYEES

The **STAFF** subcategory received the highest number of positive mentions, indicating that customers frequently recognize the team as a whole for their efforts. Individual employees such as **ANITA** and **CARLOS** also received some positive feedback, though at much lower levels. However, the **STAFF** subcategory also accumulated the most negative mentions, suggesting that overall team performance is inconsistent and may be a source of customer dissatisfaction.

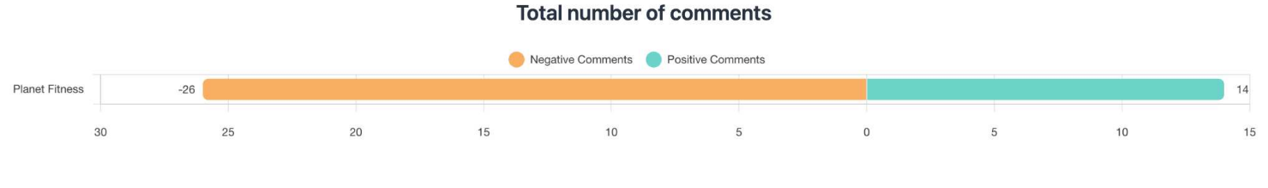
Several individual employees, including **MARCUS**, **ANDREW**, **JAMES**, **DENISSE**, **JAY**, and **STEVEN**, received only negative mentions, highlighting specific areas where individual performance may be falling short. The lack of positive feedback for these employees suggests targeted improvement is needed.

Key improvement areas

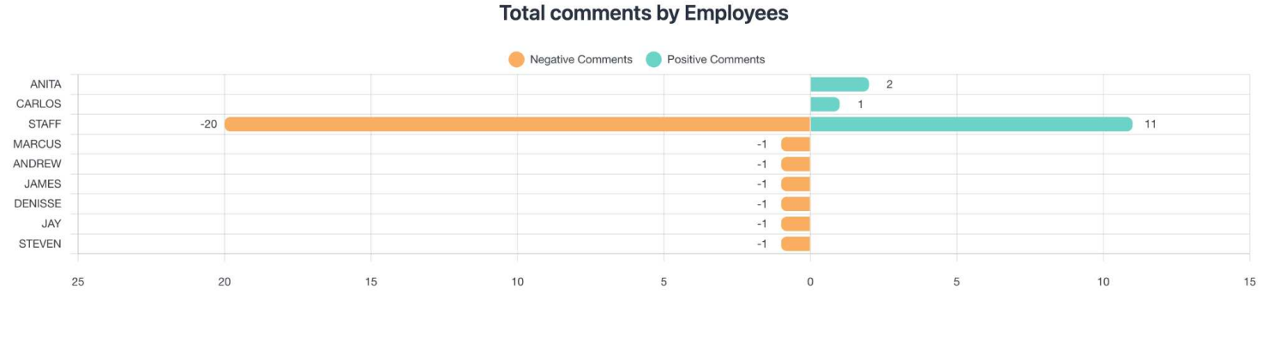
- Address inconsistent performance within the **STAFF** group to reduce negative experiences.
- Provide targeted coaching and support for employees who received only negative mentions.
- Encourage positive behaviors and recognize individual contributions to boost morale and customer satisfaction.

Next steps should include implementing team-wide training focused on customer service consistency, conducting one-on-one feedback sessions with employees who received negative mentions, and establishing a recognition program to reinforce positive behaviors among staff members.

Total number of comments



Total comments by Employees



3.5.2 EMPLOYEES - TRENDS

In the most recent period, there was a **notable increase in negative sentiment towards STAFF**, rising from zero to six mentions. This shift is accompanied by highlighted concerns such as **rude and unprofessional behavior, lack of greetings, dismissive attitudes, and insufficient assistance**. Positive sentiment for STAFF, as well as for individual employees like ANITA and CARLOS, remained at zero, indicating no improvement in customer perceptions.

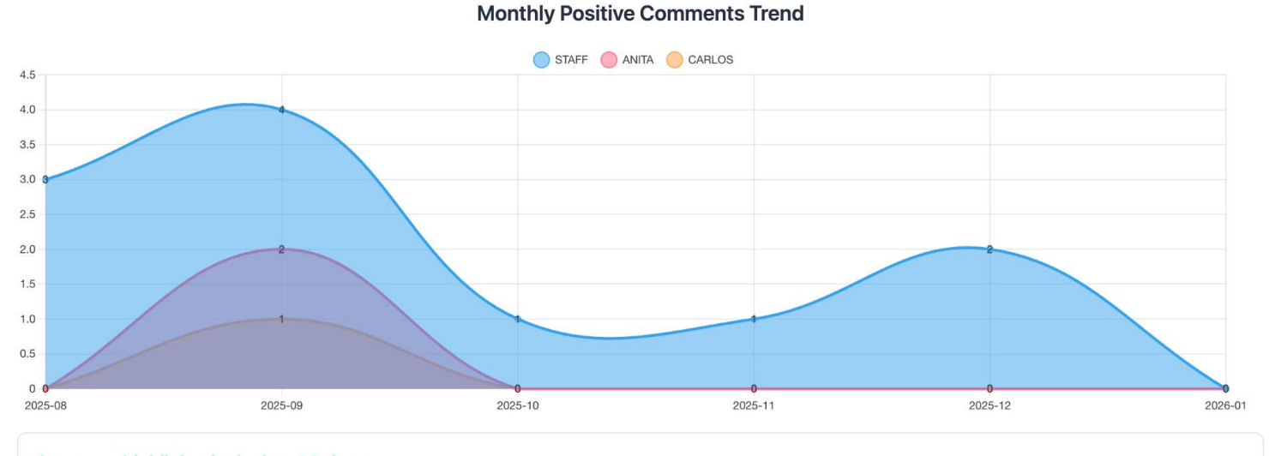
The biggest worsening trend is the **sharp rise in negative feedback for STAFF**, while the absence of positive sentiment marks a missed opportunity for recovery. No operational causes are specified, but the highlighted issues suggest a need for immediate attention to staff conduct and customer interaction.

Key improvement areas

- Address and reduce rude and unprofessional behavior among staff
- Ensure all customers are greeted appropriately
- Train staff to avoid dismissive attitudes and provide proactive assistance
- Implement deterrents or accountability measures for negative behaviors

Next steps should include targeted staff training focused on customer service basics, immediate coaching for those involved in recent negative incidents, and regular monitoring of customer feedback to track progress and reinforce positive behaviors.

Monthly Positive Comments Trend



Customer highlights in the last 30 days

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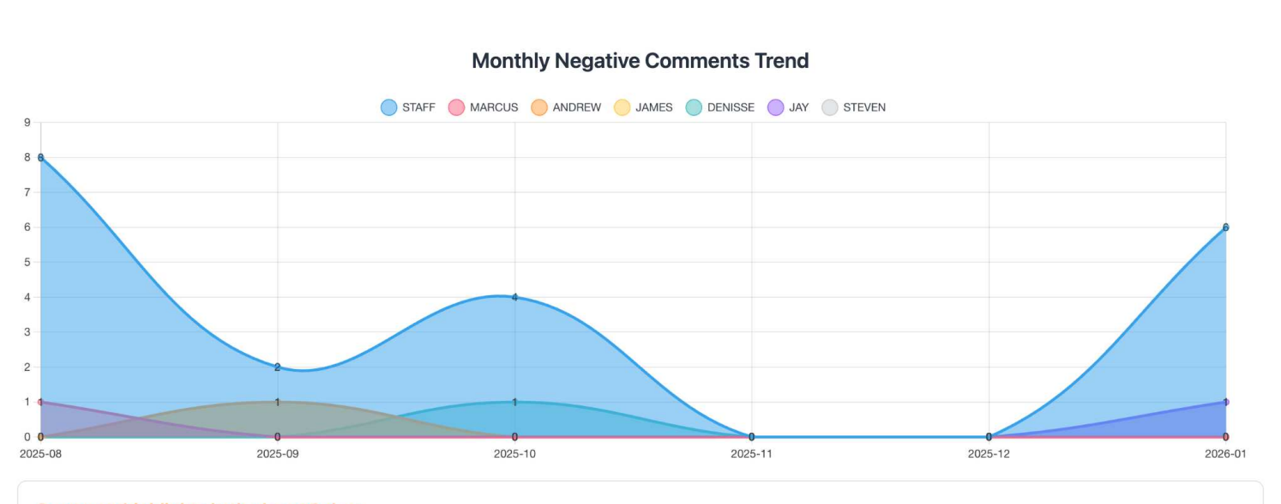
Monthly Negative Comments Trend



Customer highlights in the last 30 days

Rude And Unprofessional, No Greeting Given, Dismissive Attitude, Should Implement Deterrents, No Assistance

3.5.3 EMPLOYEES - HEATMAP

The sentiment heatmap for employees reveals several areas requiring immediate attention. **Politeness stands out as a consistent weak spot**, with "Urgent attention" flagged for ANDREW, DENISSE, JAY, and MARCUS, while ANITA and STAFF are marked as "Needs improvement." **Communication also shows concern**, with "Urgent attention" for JAMES, STAFF, and STEVEN. Timeliness is less critical but still flagged as "Needs improvement" for ANITA, CARLOS, and STAFF.

Among employees, **ANDREW, DENISSE, JAY, and MARCUS have the lowest sentiment in Politeness**, while **JAMES, STAFF, and STEVEN show the lowest sentiment in Communication**. No employee received positive sentiment in any category, and there are no clusters of high performance. The STAFF row is notable for having issues across all three behaviours.

Key improvement areas

- Address **Politeness concerns** for ANDREW, DENISSE, JAY, and MARCUS immediately
- Improve **Communication** for JAMES, STAFF, and STEVEN
- Support ANITA, CARLOS, and STAFF in enhancing **Timeliness**

Next steps: Conduct targeted coaching sessions for employees flagged as "Urgent attention" in Politeness and Communication. Implement regular feedback mechanisms to monitor progress in these areas. Review team-wide training programs to address recurring behavioural gaps and reinforce positive interactions.

Category details heatmap

	Communication	Politeness	Timeliness
ANDREW	•	🔴	•
ANITA	•	🟡	🟡
CARLOS	•	•	🟡
DENISSE	•	🔴	•
JAMES	🔴	•	•
JAY	•	🔴	•
MARCUS	•	🔴	•
STAFF	🔴	🟡	🟡
STEVEN	🔴	•	•

3. CATEGORY ANALYSIS

3.6 BEHAVIOURS

The analysis of customer review sentiment for behaviours reveals that **Politeness** received the highest number of positive mentions, but it also attracted a significantly larger volume of **negative feedback**. **Timeliness** was recognized positively, though it also saw notable negative sentiment. **Communication** stands out as a weak area, with more negative than positive mentions.

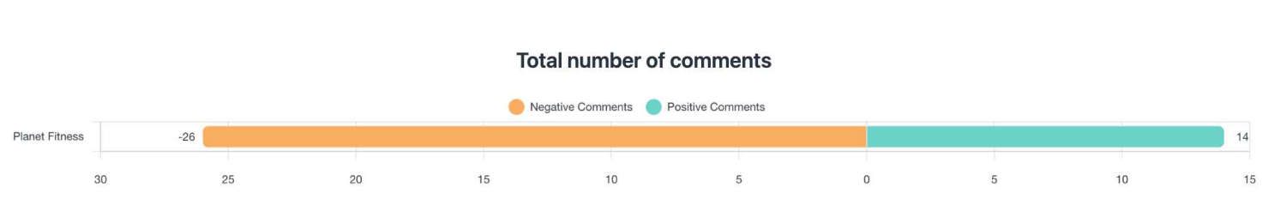
Overall, the concentration of negative sentiment in **Politeness** and **Communication** suggests that customers are dissatisfied with how they are treated and how information is conveyed. The positive feedback for **Timeliness** indicates some strengths in promptness, but improvement is still needed.

Key improvement areas

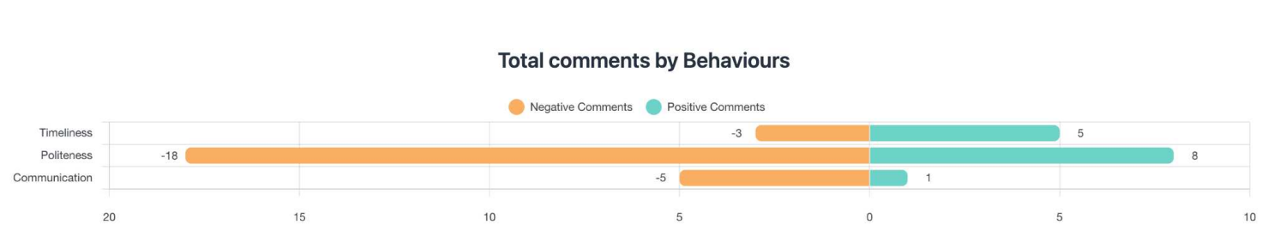
- Enhance staff training on **Politeness** and respectful interactions.
- Develop clear communication protocols to address **Communication** issues.
- Monitor and reinforce standards for **Timeliness** to reduce delays.

Next steps include implementing targeted training sessions focused on customer interaction skills, establishing guidelines for effective communication, and regularly reviewing performance metrics related to timeliness. These actions will help address the most critical areas of concern and improve overall customer satisfaction.

Total number of comments



Total comments by Behaviours



3.6.2 BEHAVIOURS - TRENDS

In the most recent period, there was a **significant increase in negative sentiment related to Politeness**, jumping from zero to six mentions. This marks the biggest worsening trend, with highlighted concerns such as "Rude And Unprofessional," "No Greeting Given," and "Dismissive Attitude" indicating a notable decline in customer experience. Positive mentions for all behavioural subcategories, including Politeness, Timeliness, and Communication, remained at zero, showing no improvement in these areas.

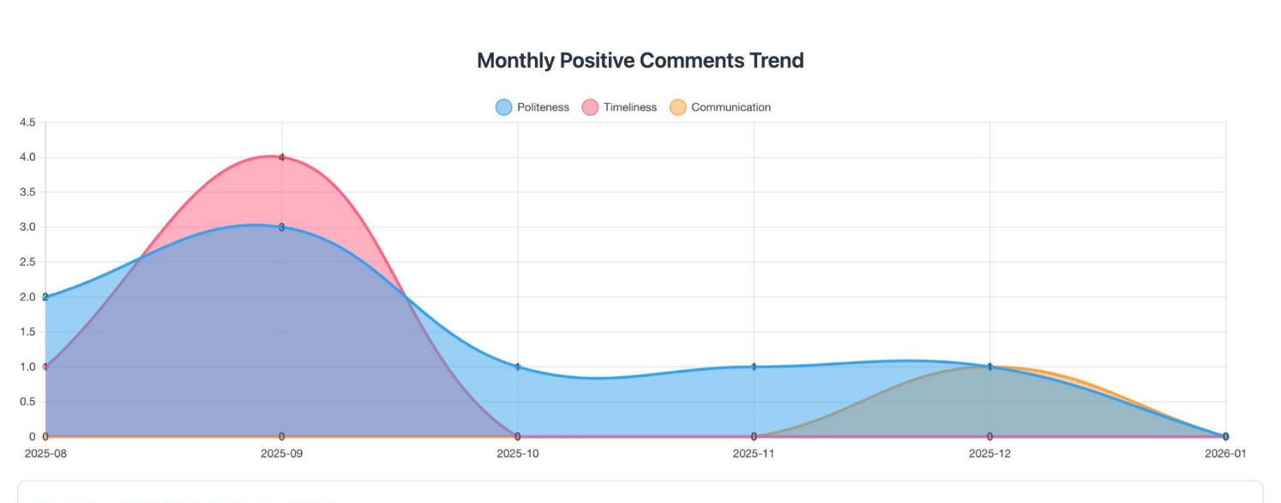
The lack of positive feedback combined with the resurgence of negative comments suggests that recent efforts to address behavioural issues may not have been effective or sustained. The highlighted issues point to a need for immediate action to address staff conduct and customer interaction protocols.

Key improvement areas

- Address and reduce negative behaviours related to politeness, especially rudeness and lack of greetings
- Implement and reinforce deterrents for unprofessional conduct
- Provide additional training on customer assistance and engagement
- Monitor and support improvements in communication and timeliness

Immediate next steps should include targeted training sessions focused on professional behaviour and customer interaction, clear communication of expected standards, and regular monitoring to ensure improvements are sustained. Leadership should also consider implementing accountability measures to address recurring negative behaviours.

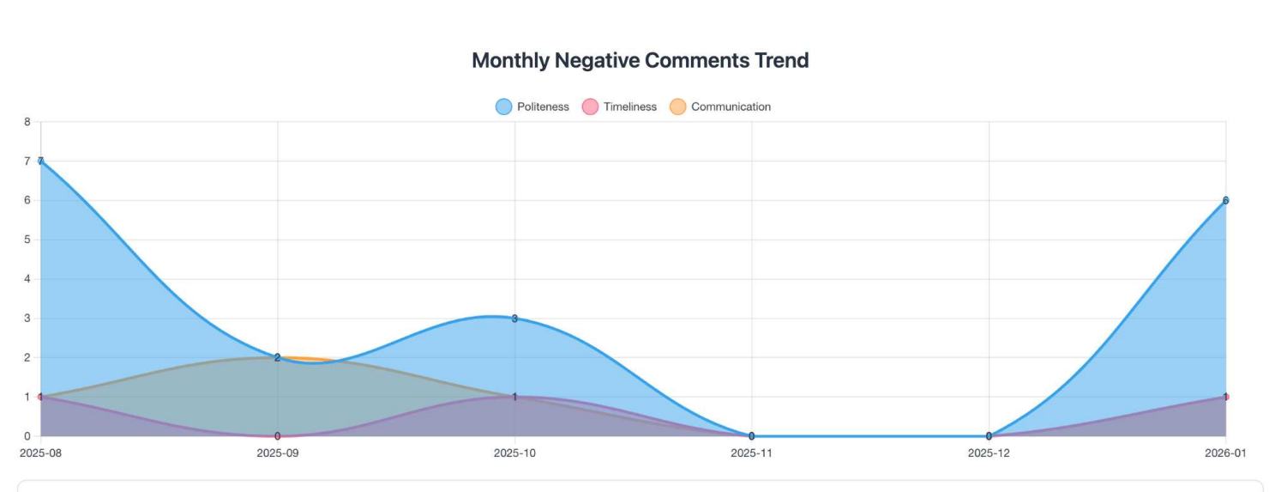
Monthly Positive Comments Trend



Customer highlights in the last 30 days

—

Monthly Negative Comments Trend



Customer highlights in the last 30 days

Rude And Unprofessional, No Greeting Given, Dismissive Attitude, Should Implement Deterrents, No Assistance

3.6.3 BEHAVIOURS - HEATMAP

The sentiment heatmap for behaviours reveals several areas requiring immediate attention. **Politeness** stands out as a consistent weak spot, with five employees (ANDREW, DENISSE, JAY, MARCUS, and STAFF) flagged for **Urgent attention** and two others (ANITA and STAFF) marked as **Needs improvement**. **Communication** and **Timeliness** show fewer issues, but both JAMES, STAFF, and STEVEN are flagged for **Urgent attention** in **Communication**, and ANITA, CARLOS, and STAFF need improvement in **Timeliness**.

Employees with the lowest sentiment values are **STAFF**, who appear in all three behaviour categories with negative sentiment, and **JAMES**, **STEVEN**, and **ANDREW**, each flagged for **Urgent attention** in at least one behaviour. There are no positive sentiment clusters, and most employees have "No sentiment" for several behaviours, indicating either a lack of feedback or neutral perception.

Key improvement areas

- Address **Politeness** issues for ANDREW, DENISSE, JAY, MARCUS, and STAFF
- Improve **Communication** for JAMES, STAFF, and STEVEN
- Enhance **Timeliness** for ANITA, CARLOS, and STAFF

Next steps include conducting targeted training sessions focused on **Politeness** and **Communication**, providing individual feedback to employees flagged for urgent attention, and monitoring progress through follow-up sentiment assessments to ensure improvement in these key areas.

Category details heatmap

	Communication	Politeness	Timeliness
ANDREW	•	🔴	•
ANITA	•	🟡	🟡
CARLOS	•	•	🟡
DENISSE	•	🔴	•
JAMES	🔴	•	•
JAY	•	🔴	•
MARCUS	•	🔴	•
STAFF	🔴	🟡	🟡
STEVEN	🔴	•	•