GENERAL

employee manual for front desk planet fitness

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Welcome to Your Front Desk Employee Manual for Planet /Fitness

Every Planet Fitness location thrives on the first impression it gives to members and guests. The front desk is the heartbeat of the club, the place where people enter, find support, and feel welcomed. This employee manual for front desk staff is designed to give you the knowledge, tools, and confidence you need to excel in this pivotal role. Whether you're a new hire or a seasoned team member looking to refresh your skills, this guide covers everything from daily check lists to emergency protocols, all while keeping the Planet Fitness brand and community values front and center.

1. The Front Desk Role at Planet /Fitness

1.1 Why the Front Desk Matters

The front desk is more than a reception area—it's the face of the club, the first point of contact for members, and the hub of operational efficiency. A friendly, knowledgeable front desk team can:

- Boost member satisfaction and retention.
- Reduce member churn by addressing concerns promptly.
- Drive upsells and cross sell services.
- Ensure smooth daily operations.

1.2 Core Values Reflected in Your Role

Planet Fitness prides itself on a culture of inclusivity, respect, and empowerment. As a front desk professional, you embody these values by:

- Providing a welcoming environment for all fitness levels.
- Treating every member with dignity and courtesy.
- Promoting a safe and clean facility.
- Encouraging members to reach their fitness goals.

2. Core Responsibilities of a Front Desk Team Member

2.1 Member Services

Answer calls, greet visitors, process sign ups, renewals, and cancellations, and guide members through class schedules, personal training options, and nutrition resources.

2.2 Administrative Duties

Maintain accurate member records, update membership details, reconcile cash and credit transactions, and manage club communications.

2.3 Facility Oversight

Monitor cleanliness, equipment status, and safety protocols. Report any maintenance issues to the appropriate department.

2.4 Sales & Upselling

Promote Planet Fitness add ons such as group classes, personal training packages, and merchandise, while staying compliant with company sales guidelines.

2.5 Safety & Security

Enforce club policies, monitor visitor access, and respond to emergencies according to established procedures.

3. Daily Operations Checklist

Start each shift with a quick review of this checklist to ensure no detail is overlooked.

1. Clock In & Set Up – Log into the POS system, check the front desk area, and ensure all equipment is functional.
2. Review Membership Updates – Verify any new sign ups, renewals, or cancellations that occurred overnight.
3. Check Security Cameras & Access Logs – Confirm no unauthorized entries or anomalies.
4. Inspect Facility Cleanliness – Sweep the reception floor, sanitize high touch surfaces, and replenish paper towels and soap.
5. Confirm Equipment Status – Verify that all machines are operational and report any malfunctions.
6. Review Daily Schedule – Note any special events, maintenance windows, or class changes.
7. Open/Close Cash Register – Balance the drawer at the start and end of your shift.
8. Communicate with Team – Brief the next shift on any pending issues or member requests.

4. Member Interaction & Service Standards

4.1 Greeting & Welcome

Always greet members with a warm smile and a friendly “Welcome to Planet Fitness.” Use the member’s name when possible and offer assistance promptly.

4.2 Active Listening & Problem Solving

When members voice concerns, listen attentively, acknowledge their feelings, and propose solutions. If you cannot resolve the issue immediately, assure them that you will follow up.

4.3 Maintaining Professionalism

Dress in clean, branded attire, maintain a calm demeanor, and avoid discussing personal matters or gossip. Remember that your behavior reflects on the entire club.

4.4 Handling Complaints

Use the **5 Step Complaint Resolution Process**

1. Listen and empathize.
2. Ask clarifying questions.
3. Explain the steps you will take.
4. Provide a realistic timeline.
5. Follow up and confirm satisfaction.

5. Membership Management

5.1 New Member Sign Up

Guide new members through the registration process:

- Verify identification and address.

- Explain membership plans and benefits.
- Set up payment methods.
- Provide a welcome packet and club tour.

5.2 Renewals & Cancellations

Proactively reach out to members approaching renewal dates. Offer flexible options and address any concerns. For cancellations, ensure you follow the **Cancellation Policy** and document the reason.

5.3 Membership Upgrades

Encourage upgrades by highlighting additional perks such as personal training credits, group class passes, or premium equipment access.

6. Safety & Security Protocols

6.1 Access Control

Verify all visitors using the club's ID system. Issue temporary visitor passes and ensure they sign in and out appropriately.

6.2 Emergency Response

Familiarize yourself with the club's emergency plan, including:

- First aid kit locations.
- Evacuation routes.
- Contact numbers for local emergency services.
- Steps to take during a medical incident.

6.3 Incident Reporting

Immediately report any injuries, accidents, or suspicious activity to the manager and document the incident in the Incident Log.

7. Equipment & Facility Maintenance

7.1 Daily Equipment Checks

Inspect cardio machines, weight racks, and functional training areas. Report any loose parts or malfunctions to Maintenance.

7.2 Cleanliness Standards

Adhere to Planet Fitness's cleaning schedule. Use approved disinfectants on high touch surfaces and ensure the reception area remains tidy.

7.3 Reporting Issues

Use the Maintenance Request Form to log any equipment or facility concerns. Provide details such as location, severity, and any immediate safety risks.

8. Emergency Procedures

8.1 Medical Emergencies

Follow these steps:

1. Assess the situation calmly.

2. Call 911 if needed.
3. Administer first aid if trained.
4. Inform the manager and document the event.

8.2 Fire Safety

Know the location of fire extinguishers, alarms, and exit signs. In case of fire, evacuate immediately and assist members in doing the same.

8.3 Security Incidents

For any suspicious behavior or security breach, notify security personnel and follow the club's protocol for handling intruders.

9. Performance Expectations & KPIs

9.1 Key Performance Indicators

Front desk staff are evaluated on:

- Member satisfaction scores.
- Cash handling accuracy.
- Adherence to check in procedures.
- Upsell conversion rates.
- Response time to member inquiries.

9.2 Feedback & Coaching

Quarterly performance reviews provide constructive feedback. Use these sessions to set personal development goals.

10. Training & Development

10.1 Onboarding Process

New hires complete a 2 week training program covering:

- Company policies and culture.
- POS system operation.
- Customer service best practices.
- Safety and emergency protocols.

10.2 Ongoing Learning

Planet /Fitness offers monthly workshops on topics such as:

- Effective communication.
- Conflict resolution.
- Product knowledge for upselling.
- Health and wellness trends.

10.3 Certification Opportunities

Encourage staff to pursue certifications in CPR, first aid, or fitness coaching to enhance their skill set and career prospects.

11. HR Policies & Compliance

11.1 Attendance & Punctuality

Arrive 5 minutes early for your shift. Report any absences to the manager at least 24 hours in advance, unless it's an emergency.

11.2 Dress Code

Wear clean, branded apparel. Avoid excessive jewelry or distracting accessories.

11.3 Confidentiality

Respect member privacy. Do not disclose personal or membership information outside the club.

11.4 Anti Discrimination & Harassment

Planet /Fitness is committed to a harassment free environment. Report any incidents to HR immediately.

12. Frequently Asked Questions

- What should I do if a member is upset about a billing error? Apologize, review the transaction, and offer to correct the mistake or consult the manager.
- How do I handle a member who wants to cancel but is still interested in a different plan? Explain alternative options and highlight the benefits of staying.
- Can I use my personal phone to communicate with members? Only use the club's official channels for member communication.
- What if I notice a maintenance issue during my shift? Immediately log it in the Maintenance Request Form and notify the manager.
- How often should I restock the front desk supplies? Check inventory daily and replenish as needed.

13. Conclusion

As the front desk team member, you play a critical role in shaping every member's experience at Planet Fitness. By mastering the processes outlined in this manual—ranging from daily check lists to emergency response—you'll contribute to a welcoming, safe, and efficient environment. Remember, your professionalism, attentiveness, and commitment to Planet Fitness's core values make a lasting impact on our community. Keep this guide handy, stay curious, and continue to grow in your role. Together, we'll help members achieve their fitness goals while maintaining the highest standards of service.

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