

Jim Montgomery...

And the DAM Survey Says...

In mid January DAM sent out a survey to all active members asking you how DAM was doing in customer service. 33% or 193 DAM members answered the survey and provided us with a variety of ideas and input regarding the club. The DAM office is taking action on many of the ideas and we hope that in the coming months members will be pleased with the overall changes we are implementing.

Below is a summary of the survey results.

Coaching and swim practice:

The vast majority were satisfied with our coaches' knowledge, level of expertise and encouragement provided at practice. We want to continue to improve our on deck coaches abilities focusing on consistency in stroke instruction, making sure practice etiquette is followed and attention given to everyone. There were requests to offer more stroke technique during practice and specialized practices like our sprint/distance option practices and Tuesday evening stroke clinics.

DAM communications:

A whooping 97% were satisfied with the current weekly emails & general communication. Only 1/3 of you were interested in Facebook or Twitter and 1 in 8 were interested in receiving text messages. Our goal here is to give you more details, sooner, especially for pool shut downs and practice changes or cancellations.

DAM office staff:

No surprise here. Virtually everyone was satisfied with the job Laurie Dunlap and Kara Wedow were doing in the office. Our goal is if you email or phone us with any administrative question, we will have a response back within 48 hours.

Dam web site:

DAM is in the process of planning some great changes to the www.damswim.com website! These changes will improve overall communication and registration for DAM sponsored events. We will also be adding a member discussion forum to help members coordinate with each other for swim events, DAM social events and anything else related to DAM Swim. Our goal to make the website more user-friendly and more information accessible in order to cut down on the number of emails we send out and to making planning ahead easier. A majority of you would like to see an on-line social directory and more area business discounts.

Dam social events:

Check out the website with our new Special Events page and see how we have ramped up our club social events. Social activities will include after practice monthly dinners or lunch each month, team concerts and sporting events, and a DAM annual party. Yes we will still be offering the Red-eye breakfast specials and Saturday morning coffee. And be on the lookout for some fantastic swim trips later this year and in 2011.

The overall DAM experience was very positive with 96% of you responding with a satisfied or very satisfied rating. Thanks for taking the time to let us know how you feel and where we can improve.