

# Parkour UK – Enquiries Report

Sept - November 2020



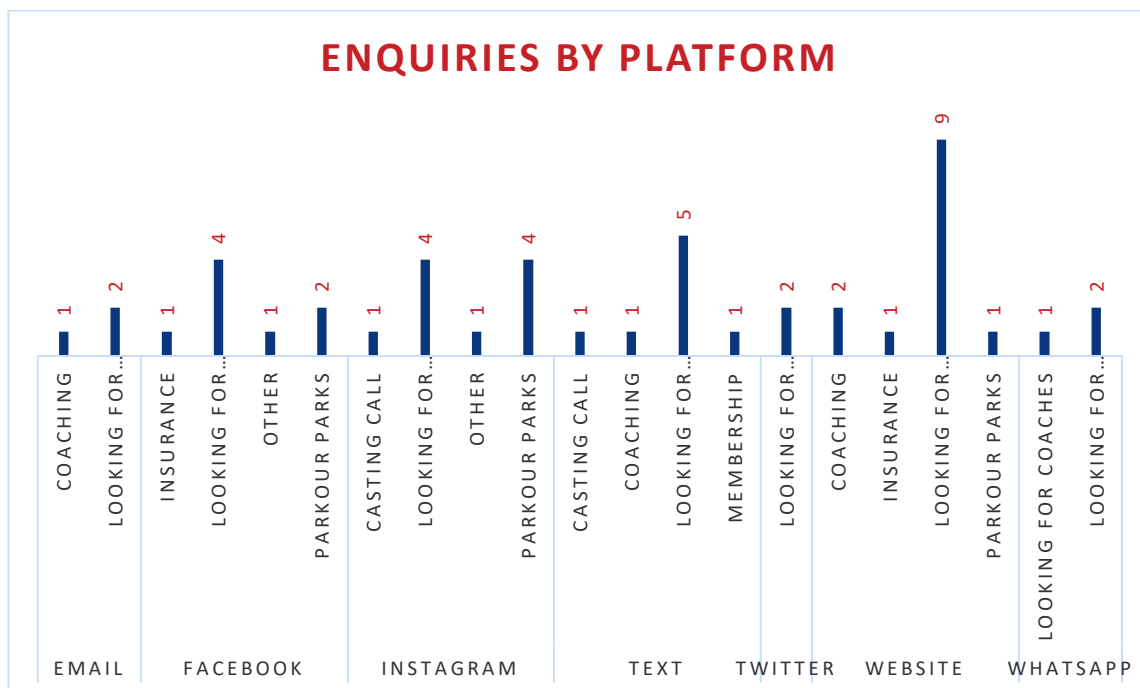
The vast majority of enquiries coming into Parkour UK since Sept. 2020 have been responded to and supported by Omar Jackson – Development Co-ordinator. Over the 3 months period there were a total of 55 enquiries through the generic channels such as socials, the ‘Contact Us’ form etc.

## Enquiries prior to Sept. 2020

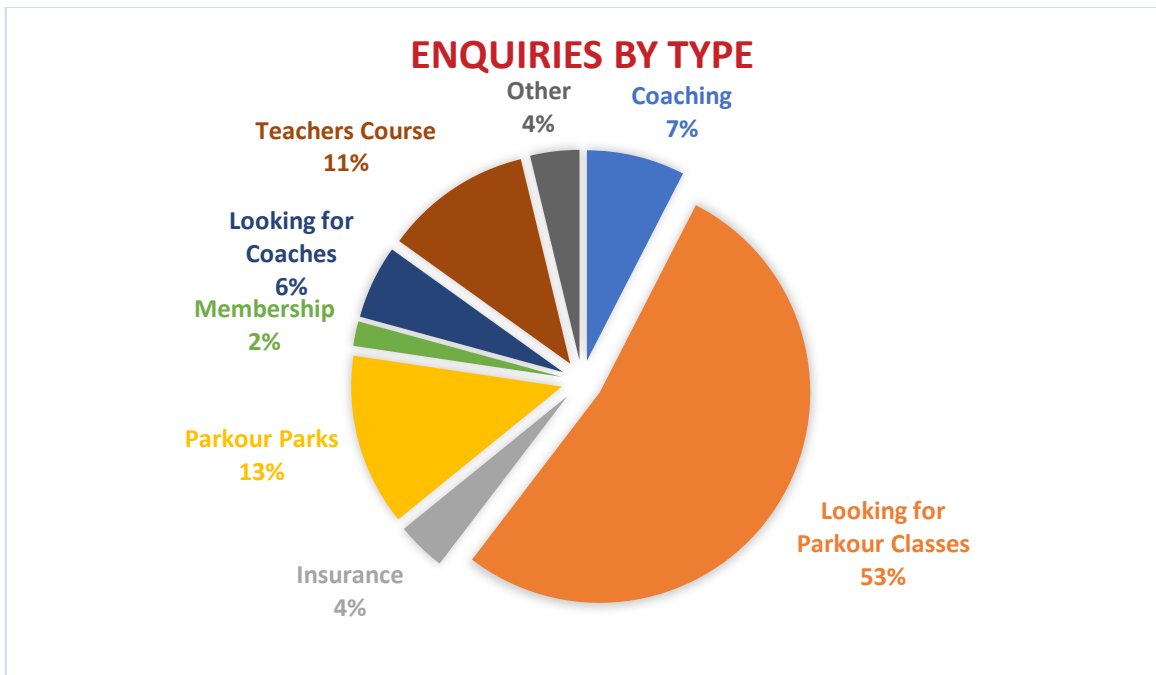
It should be noted that there were about 6000 emails in the info@ email box and around 500 enquiries on social platforms which had been mostly unanswered for a long period of time. We made the decision to answer enquiries back to February 2020 and delete anything older.

Please note this report does not account for conversations or enquiries from members who have a ‘direct line’ to Chris Grant – Development Manager or Dan Newton – CEO. This looks solely at an initial contact into Parkour UK.

The goal for this initial ‘settling in’ period was to demonstrate an improvement in response to enquiries, and to set a baseline of expectations of enquiries over a 3-month period.



More than half of the enquiries came in either through the website, or through phone numbers made available on the website. This indicates that the website serves as an important hub and initial contact point. Consideration could be given to improving the website and the availability of information directly on the platform.



More than half of the enquiries were in relation to the public looking for Parkour Classes or Parks and were spread across the UK. These often followed a social media post or highlight on a certain company operating in a specific area. These enquiries tend to be dealt with swiftly and make use of our Parkour map on the website. This map is currently in a phase of improvement to make these enquiries more efficient.

The teachers' enquiries were mostly about teacher training course and some looking for direct coaching for pupils. There is a clear demonstration of demand for teacher's CPD courses and a separate log has been created for Chris Grant to follow up with these enquiries.

### Response Time - Averages

**Initial response time to an enquiry on Social Media was 2.4 hours. Typical time to resolve the enquiry was then 7.3 hours.**

**Initial response time to an enquiry on Email/Website was 10.2 hours. Typical time to resolve the enquiry was then 27.2 hours.**

**Initial response time to an enquiry on Text/WhatsApp was 4.1 hours. Typical time to resolve the enquiry was then 12.4 hours.**

These figures were calculated by taking the last 10 enquiries over each platform and averaging the times. They include enquiries that were sent in out of office hours.

If needed after the initial enquiry, the conversation was moved to a phone call or this was offered. This has been effective in supporting enquiries and personalising the experience.

When an enquiry or complaint was particularly challenging it was passed to a senior member of staff to support.