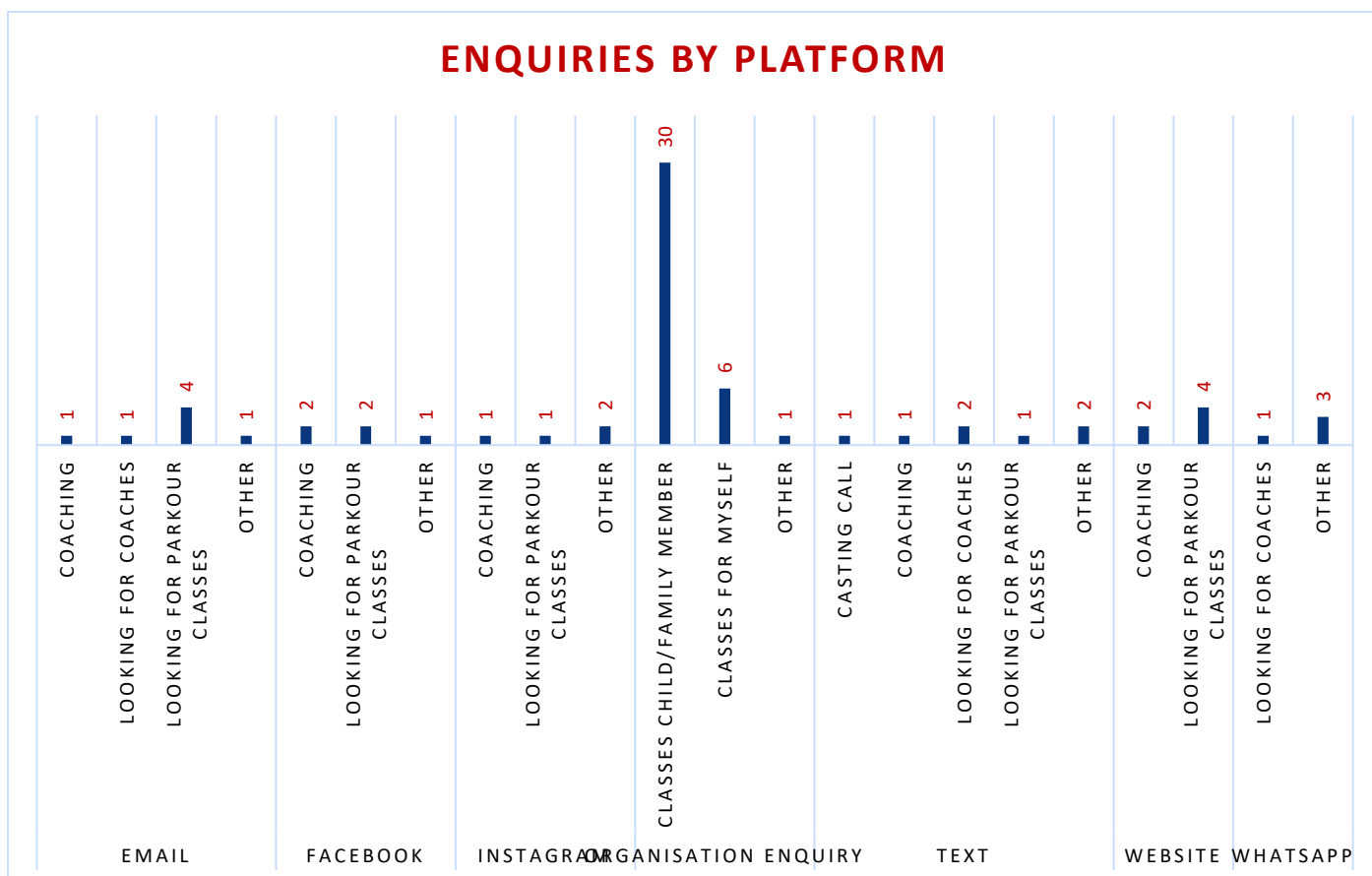


Parkour UK – Enquiries Report

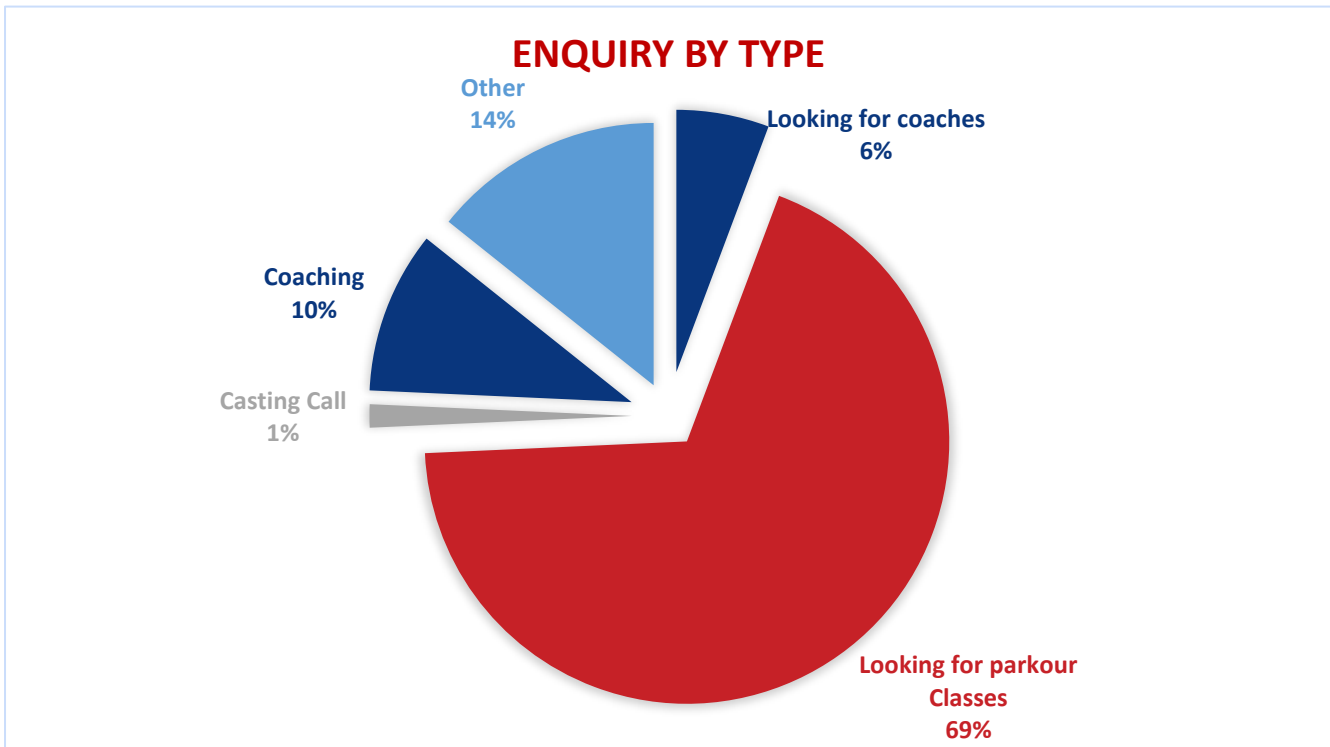
November 2020 – March 2021



In Q4 there were a total of 70 enquiries. 30 were through the member enquiries form and went directly to members, and the rest generic channels such as socials, the 'Contact Us' form etc. This is up from the 55 enquiries we received in Q3, and we saw a boost in enquiries as lockdown restrictions started to ease and members knew when they would be able to start their classes again. We also have regular communication with members, so there is less need for contact needed with them.



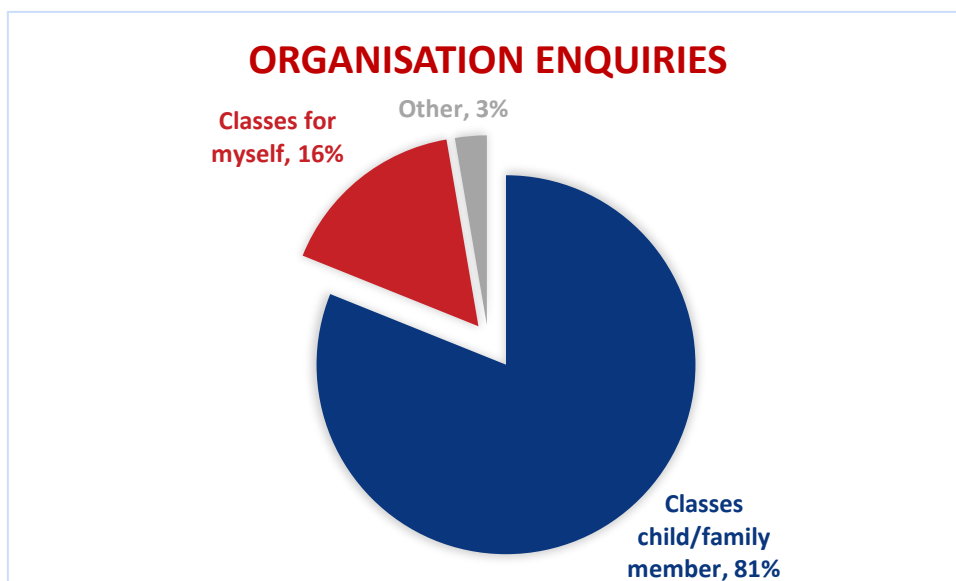
Most of the enquiries still came through the website, showing that the website serves as an important hub and initial contact point. After speaking to 7League we are thinking of ways to improving the website to continue to make information easy for users to find.



Similar to Q3 more than half of the enquiries were in relation to the public looking for Parkour Classes and were spread across the UK. These enquiries tend to be dealt with swiftly and make use of our Parkour map on the website.

Direct contact to Parkour companies from website

Our web developer had told us that people could directly contact companies through our website, we double checked with the companies that were meant to receive emails and they all confirmed they had received them.



Teacher Enquiries

The teachers' enquiries were mostly about teacher training courses and some looking for direct coaching for pupils. There is a clear indication 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 4.6 hours. Typical time to resolve the enquiry was then 8.3 hours.

Initial response time to an enquiry on Email/Website was 11.2 hours. Typical time to resolve the enquiry was then 26.1 hours.

Initial response time to an enquiry on Text/WhatsApp was 7.2 hours. Typical time to resolve the enquiry was then 12.9 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.