



EASTON TRAINING CENTER

GOLD STANDARDS OF CUSTOMER SERVICE



EASTON TRAINING CENTER

Jen Grange-Mora
25 reviews
★★★★★ a month ago
We LOVE it here!
My son is enjoying himself, learning a lot, and love going to "fight" each week. It used to be hard to get him to get out of the house and do stuff and now he's constantly asking to go.
The staff is extremely friendly and knowledgeable.
I hope this is something my son sticks with because I already see such positive changes in him and love seeing his excitement as he grows.

Brian Cutts
Local Guide · 76 reviews · 32 photos
★★★★★ 4 months ago
Traveled to Denver for AGF and dropped by this school. Honestly, it was such a good call. The vibe here is awesome, and everyone was super chill and welcoming. The training was on point, and I felt right at home. Easily a 5-star experience. If you're in town and into Jiu-Jitsu, definitely check this place out!

Josh Budry
Local Guide · 64 reviews · 12 photos
★★★★★ a year ago
I'd heard a lot about how Easton is the best gym in the metro-Denver area which is why I came initially but that description hardly does this place justice. Yes, the quality of instruction is superb. Yes, the way the training program is laid out is smart.
But the real thing that makes this gym special is the community. What an incredible group of people to train with. Not only is everyone friendly and supportive but the whole gym radiates happy vibes. Its a good feeling being welcomed by name every time you enter the doors.
If you're looking for a place to do martial arts or are thinking about trying it out.. DO IT! You won't regret it.

Leah Fuller
5 reviews · 3 photos
★★★★★ 3 months ago
So many good things to say about this place. We signed up for a free first timer lesson and fell in love with the environment and the coaches. Both my kiddos along with myself are attending different classes and are all learning so much and have been welcomed with open arms by the other members.

Jacob Wilder
2 reviews
★★★★★ 2 years ago
Positive: Communication, Professionalism, Quality, Value
The students are very welcoming, The staff is great, and the environment is amazing. I am currently taking Muay Thai and coach Dakota is an awesome coach. He is Very communicative, thorough, and technical with his teachings. The classes are organized and maintains a consistent flow. Looking forward to taking jujitsu classes! Would recommend this gym to anyone!

Canaan Frederick
3 reviews
★★★★★ 10 months ago
What an incredible gym! After moving to the area from out of state, the entire staff was welcoming and supportive. JT, Omar, Shane, Wes and all the other coaches and staff are friendly, knowledgeable, talented and all around great people. Whether it's your first time on the mats, or you're a seasoned competitor, Easton is a top tier gym that lives up to its reputation!

Michelle (mommymichelle)
24 reviews
★★★★★ 2 months ago
This facility is really awesome! Everyone was so kind and welcoming, made us feel very comfortable from the start! I brought my son here for the kids Muay Thai class and he had a really great experience and truly enjoyed every class! Unfortunately we couldn't continue due to our current financial situation, but we would love to come back here one day. Everything from the coaches, manager, front desk, the layout of the facility, and the restrooms are all great! Only con is it does get pretty crowded, but we were always able to find a parking spot. Highly recommend this place!

Michael Miller
2 reviews
★★★★★ 2 months ago
Started training kickboxing/Muay Thai with the Easton family about a month ago, and it's been an absolute pleasure since the start. The coaches and staff are very welcoming, along with all that attend it. They are here to help everyone while also holding us to the best standards. The perfect mix of warm/welcoming and training you and pushing you to your limits. Much love for the Easton Family ❤️

Felicia Ortega
9 reviews · 1 photo
★★★★★ a year ago
My young daughter absolutely loves Tiger jujitsu. She has just blossomed in the weekly classes. The kids class schedule is very convenient for our busy family. And all of the staff is very welcoming from the front desk to all of the coaches and professors. My older daughter even left her Nintendo switch at class one night and of course it was returned and saved for her, wow. Highly recommend!

Mario Ramirez
2 reviews
★★★★★ 3 months ago
Very friendly and welcoming. Not to mention great way to stay fit and healthy. Legit MMA gym.

J 3 reviews
★★★★★ 2 years ago
Positive: Quality, Value
What can I say, this place has become somewhere super special to my family and myself. I've been to different gyms and the community here at Easton Littleton is absolutely wonderful. Everyone is so welcoming and loving. I can tell that Professor Peter does his best and makes it a place that gives you a warm welcome, whether you're new to the community or you've already been involved. Every coach there is willing to help you and gives you time to answer any questions. New or not, they make sure everyone feels comfortable. Not only is this a place that teaches you jujitsu but it's a place you feel so at home with. Thank you Easton Littleton! Y'all rock.



EASTON TRAINING CENTER

- Easton Training Center is a place where the **genuine care** for our members and students is our **highest priority**.
- We pledge to provide the best **service and experience** for all of our members and students. We challenge you on the mat, while providing exceptional service off of them. We strive to fulfill the **expressed** and the **unexpressed needs** of our members.



EASTON TRAINING CENTER

“AT EASTON TRAINING CENTER WE PROVIDE EXCELLENCE ON THE MATS, AND EXCEPTIONAL SERVICE BEYOND THEM”



EASTON TRAINING CENTER

Three Steps of Excellent Service

- A **warm** and **sincere** greeting **using the member's name** at least once.
- **Anticipation** and Accommodation of the member's needs both expressed and **unexpressed**.
- A **fond farewell**. Always bid our members a **warm** "good-bye" and **always use their names**.



EASTON TRAINING CENTER

Step 1

A **warm** and **sincere** greeting

- Make eye-contact.
- Use the member's name (at least once).
- Show enthusiasm and a genuine interest in our members.
- Smile. It goes a long way.
- Be cordial, even if you're busy.
- Anticipate our members' needs before they have to present them to us.



EASTON TRAINING CENTER

Step 2

Anticipation and **Accommodation** of our members' needs both **expressed and unexpressed.**

Listening to the needs of our members will help us provide good service, but anticipating them is the key to exceptional service.

- Think ahead. We often know what our members will need better than they do. Anticipate their needs, and then accommodate them.
- Be attentive and pay attention



EASTON TRAINING CENTER

Step 3

A fond farewell

- Give our members a **warm** goodbye and use their **names**. **Acknowledge** each member and make **eye contact** as they leave.



EASTON TRAINING CENTER

Easton Customer Service Values

Our Commitment

1. I always strive to create **raving fans**
2. I am **always responsive** to the **expressed and unexpressed** needs of our members
3. I **own** and **immediately seek** to solve our members' problems
4. I am **proud of my professional appearance** and behavior
5. I am **responsible** for upholding **uncompromising** levels of cleanliness and professionalism
6. I **never put the onus** on our members. I **never put the monkey on someone else's back.**
7. **"It's not my job"** doesn't exist in my vocabulary
8. These values will **permeate every interaction** I have with a member. Whether it be **written**, on the **phone** or **in-person**.
9. I **understand** Easton's Customer Service Values, and I **take seriously** my **responsibility to uphold them.**
10. I am **proud** to be a part of a team that holds itself to the **highest standards.**



EASTON TRAINING CENTER

Easton Customer Service Values

Implementation

- These values **must be reviewed continually**
- It **won't be enough** to just give our teams **one training session** or a **manual**. **Continued training** and consistent observation and **accountability** will be required.
- We need to make the decision to **own the niche of customer service** in the martial arts industry. **Excellence**, being one of our Core Values, **demands it**.



EASTON TRAINING CENTER

Easton Customer Service Values Important Questions For Leadership To Consider:

- **Are our expectations and our culture visible?**
 - a. Core Values
 - b. Introduce Credo? “We provide excellence on the mats, and exceptional customer service beyond them”
 - c. Our Commitment
 - d. Three fundamental steps of service
- **Does our team speak using “we” or “us vs them”?**
 - e. I would like every GM to do a SWOT exercise with your teams at your Q2 Offsite. Your teams will know that we will be examining each academy’s results at our Q3 Offsite. We want our teams to know they can impact our strategic vision.



EASTON TRAINING CENTER

Easton Customer Service Values

Important Questions For Leadership To Consider:

- **Do we, the leadership, walk our own talk?**
 - Are we setting the example we expect others to follow?
- **Does our team know their function and their purpose?**
 - Our **function** could be as a **First Impressions specialist**, or a **Department Head** or an **instructor**. Each position serves it's on specific **function and role** which contributes to Easton's overall success.
 - While our functions are different, our **purpose is the same**: to ensure that we curate the **best possible experience** for our members **on the mat and beyond**.



EASTON TRAINING CENTER

**What Should We Do Differently
Tomorrow?**

What Changes Need To Be Made?