

Exit Interview Pack

When a student leaves, a respectful conversation can reveal a change you can actually make. The aim is to learn, not to persuade someone to stay. Never turn the call into a sales pitch.

Why ask?

Many academies record a cancellation but never learn what led to it. A short, optional conversation can show patterns in schedule, price, injuries, coaching, or life changes. One person's answer is not proof of a wider problem; review themes over time.

When and how

- Reach out within a week after the student cancels, if they have not asked you not to contact them.
- Offer a ten-minute call or a WhatsApp voice note; let them choose.
- Have the owner or head coach lead the conversation in a private, unhurried setting.
- Say clearly that the purpose is to listen. Do not offer a discount or try to resell during the call.
- Skip any question the student does not want to answer.

Opening script

Hi {first_name}, thanks for training with us at {academy}. I saw that your membership is ending, and I wanted to ask whether you'd be open to a short conversation about your experience. I'm not calling to change your mind — I want to understand what we could improve. We can do a ten-minute call or a voice note, whichever is easier. No worries if you'd rather not.

Questions for a 10-minute conversation

Choose the questions that fit; there is no need to ask every one.

1. What was the main reason you decided to leave?
2. When did you first start thinking about leaving?
3. Was there a moment or change that made the decision clearer?
4. Did the class schedule work for you? Which times were difficult?
5. How did the monthly fee feel compared with the value you received?
6. Did you feel welcomed and supported by the coaches?
7. Were the training culture and class format a good fit?

8. Did you feel you were making progress toward your goals?
9. Did an injury, health concern, or recovery period affect your attendance? (Only ask if they are comfortable sharing.)
10. Was there anything about booking, communication, or billing that made training harder?
11. What is one change that might have made the experience better?
12. Would you consider returning in the future, or recommending the academy to someone?

Closing script

Thank you for being honest and for the time you spent with us. I appreciate it. I'll take your feedback seriously. If circumstances change, you're welcome to come back; if a temporary pause would ever fit better than a cancellation, we can explain the options. There's no need to decide now. Is there anything else you'd like me to know?

Written version for someone who would rather not talk

Send this only if the student is comfortable receiving a message. Let them skip any question.

1. What was the main reason you decided to leave?
2. When did that start to affect your decision?
3. What did you value most about training here?
4. What is one thing we could improve?
5. Would you consider returning or recommending us in the future?

Record themes consistently

Use one primary reason per departure so you can compare months. Add a short note only when it gives useful context.

Reason code	Use when the main reason was...
Schedule	Class times, work hours, or travel made attendance difficult
Price	The fee or household budget was the main barrier
Injury / health	Training paused because of an injury, health, or recovery concern
Moved	The student relocated or the commute changed
Progress / plateau	The student did not feel they were progressing toward their goals
Coach / culture	Coaching, class culture, or belonging was not a good fit
Life / work	Family, caregiving, study, or work changed their available time
Other	A clear reason that does not fit the categories above

Monthly review

1. Count each primary reason for the month and compare it with the prior month.
2. Look for a repeat pattern, not a single vivid story.
3. Choose one practical change to test, assign an owner, and set a review date.
4. Check whether the change helped before adding another new policy.

How GymClass does it

The manual method is to listen, record a consistent reason, and review patterns monthly. In GymClass, add the conversation as a note on the student's profile, then use Retention analytics for tenure at cancellation and churn trends. GymClass does not include an exit-survey feature. Explore the [GymClass demo academy](#) to see student notes and retention analytics.

GymClass · <https://demo.gymclass.cc>