

Guide to User Reviews

How do I respond to user reviews?

Replying to a review acknowledges the sentiment and shows your commitment to customer satisfaction. Respond to reviews within your Dashboard under the “Reports” tab. You can also flag reviews in violation of our Community Guidelines to submit the review to our internal team to address and take action as needed.

When it comes to your response, know that many prospective clients gain respect for businesses that respond to mixed reviews in a pleasant and helpful way. Remain diplomatic while addressing client input. Highlight any changes you’ve already made or intend to make based on their comments.

What to do if a review references...

The studio space:

Thank the client for their input. Provide any background on steps you’ve taken or will be taking to address their concerns.

Example: We’re sorry to hear the yoga mat smelled! We have a cleaning crew on hand to make sure all our equipment is thoroughly cleaned for client use, and thanks to your feedback, just ordered some new mats, too.

The music:

Offer friendly recommendations about classes and instructors that cater to particular playlist styles or any amenities that can help clients navigate music themes for future classes.

Example: Our apologies on the music for this class! We have a ton of different styles of music in our classes for our clients to choose from. Check out our class descriptions for more info on what we’ll be rocking out to that day!

A specific teacher or instruction style:

Thank the client for the feedback and offer some other suggestions for instructors. You can also sort comments by teacher within your Dashboard to determine if there are any recurring themes across instructors.

Example: We’re sorry to hear the class moved too fast, and thank you for letting us know. We’ll address it with our team. We also offer a foundations class that introduces all our techniques and is great for those who are new to our method!

Expectations of the class:

Apologize that the experience didn’t align with their expectations. Work with our Partner Success team to update the copy on your studio page to better reflect your class style and structure, and to keep clients informed about any need-to-know details, especially in the class reminder emails.

Example: We’re sorry that the class wasn’t as expected! Our Hype classes are more cardio-based, and we’re working to update this information on our site so all clients know what to expect when signing up. If you’re interested in strength training, try our Build class!

For more information, visit our Help Center or contact us at studios@classpass.com.