

March, 2017

CLASSPASS

Ratings & Reviews



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AGENDA

1. What are ClassPass ratings & reviews?

2. Leveraging ratings & reviews

3. Responding to feedback

4. Takeaways

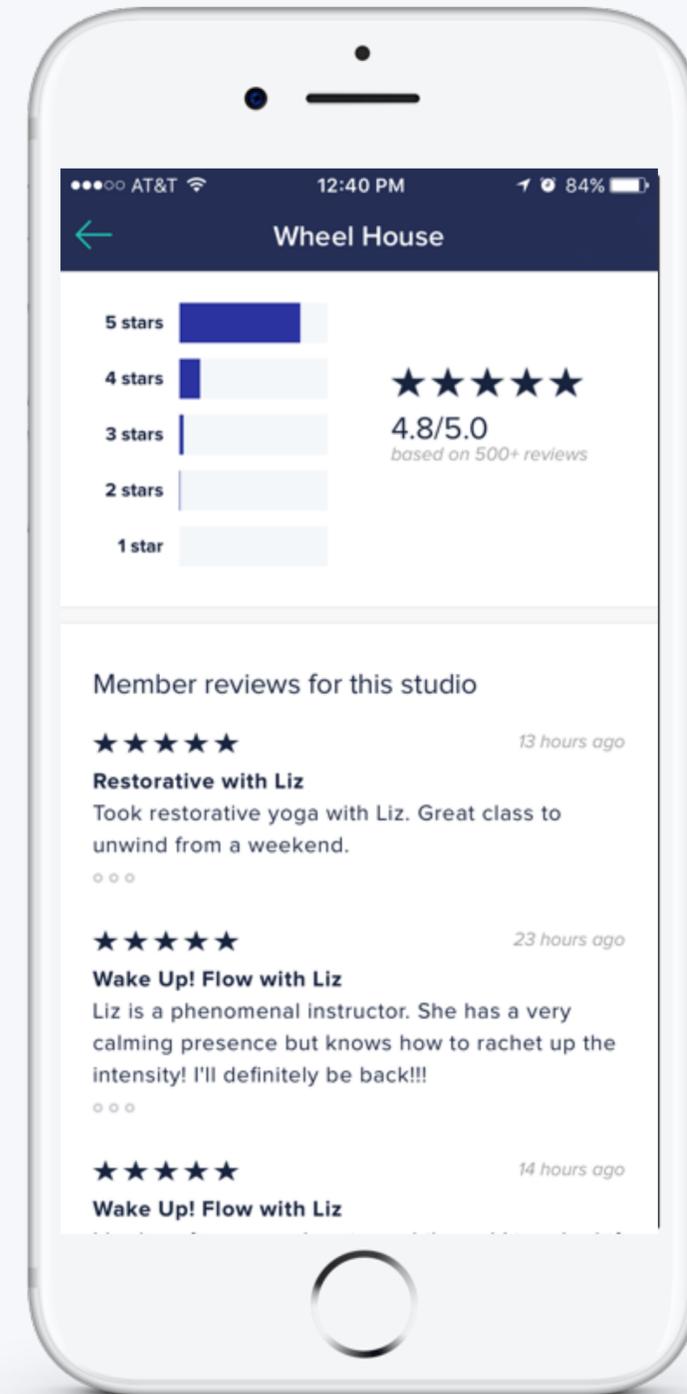
What are Ratings & Reviews?

Did you know...

61% of customers seek out online reviews before making a decision to try or purchase a product.

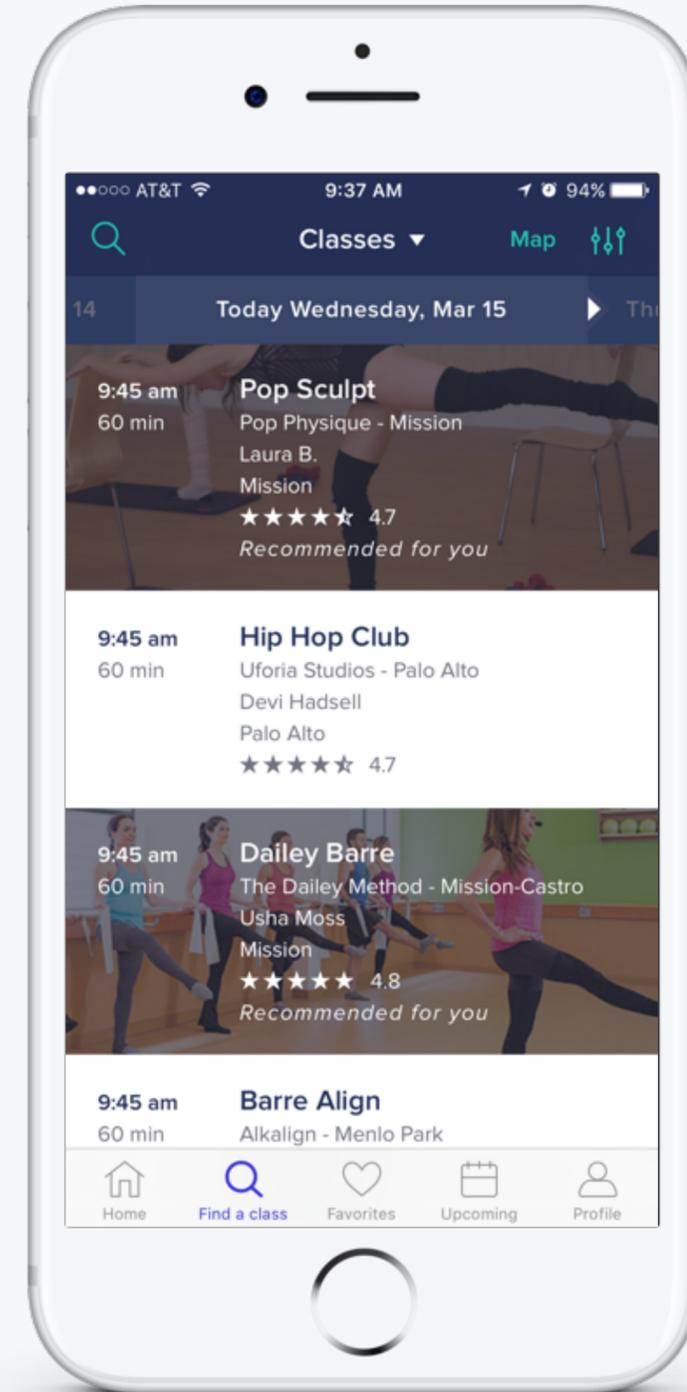
Ratings & Reviews allow ClassPass users to provide insightful feedback resulting in better exposure of your studio's unique strengths.

- Over **60%** of users found reviews “very or extremely useful”
- **74%** of users were influenced by the rating or review
- **70%** of users found instructor reviews valuable



User Experience

ClassPass users are prompted to rate and review the previous class taken as soon as they log back into their account.



Step 1

ClassPass users are required to rate a class between 1 to 5 stars and **6.5%** of ClassPass users add a free form comment to their rating!

Rate My Class

Dailey Express

The Dailey Method
Monday, February 27, 7:00 PM
Nicole Lehua Teixeira

Rate your workout

★ ★ ★ ★ ★

Leave a review of this class to help inform others in the ClassPass community.

E.g., This class was upbeat and inspiring!

NEXT

[I missed this class](#) | [Review guidelines](#)

CP users can click 1-5 stars with the option to write a free form review

Step 2

Next, we ask ClassPass users to provide additional insight into their experience. These insights help shape our class recommendations!

- 56% of users value ratings about class quality
- 51% of users value insight into studio quality

Rate My Class SKIP

Which of these describe your class experience?

- Won't Break A Sweat
- Challenging
- Good Sweat
- Social
- Technical
- Skill-Based / Technical

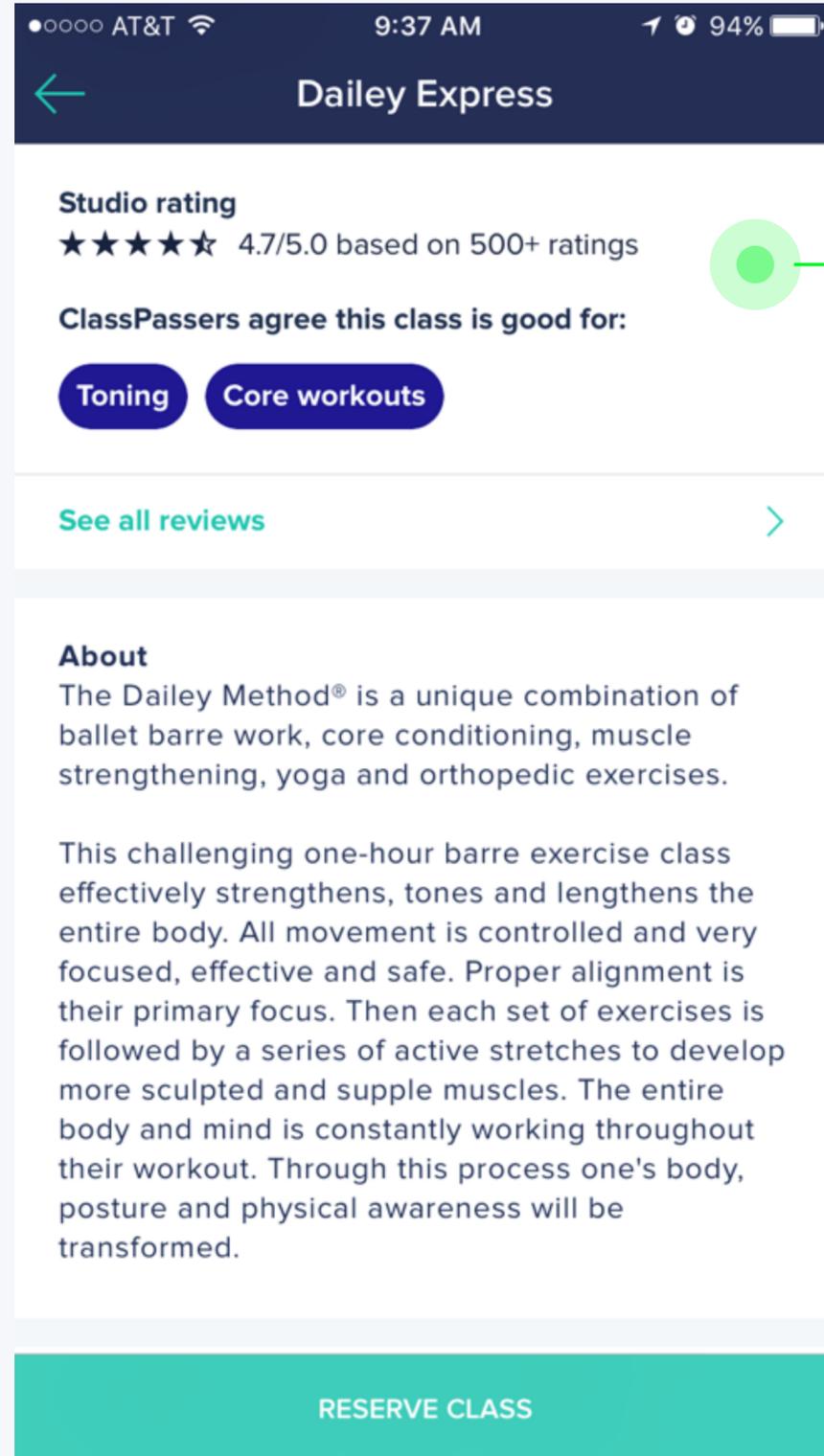
SUBMIT RATING

Attributes questions include studio, class and instructor feedback

Step 3

ClassPass users are able to see the overall rating and class attributes before booking their next class.

- “Good ratings make me want to learn more and check it out.” - ClassPass user

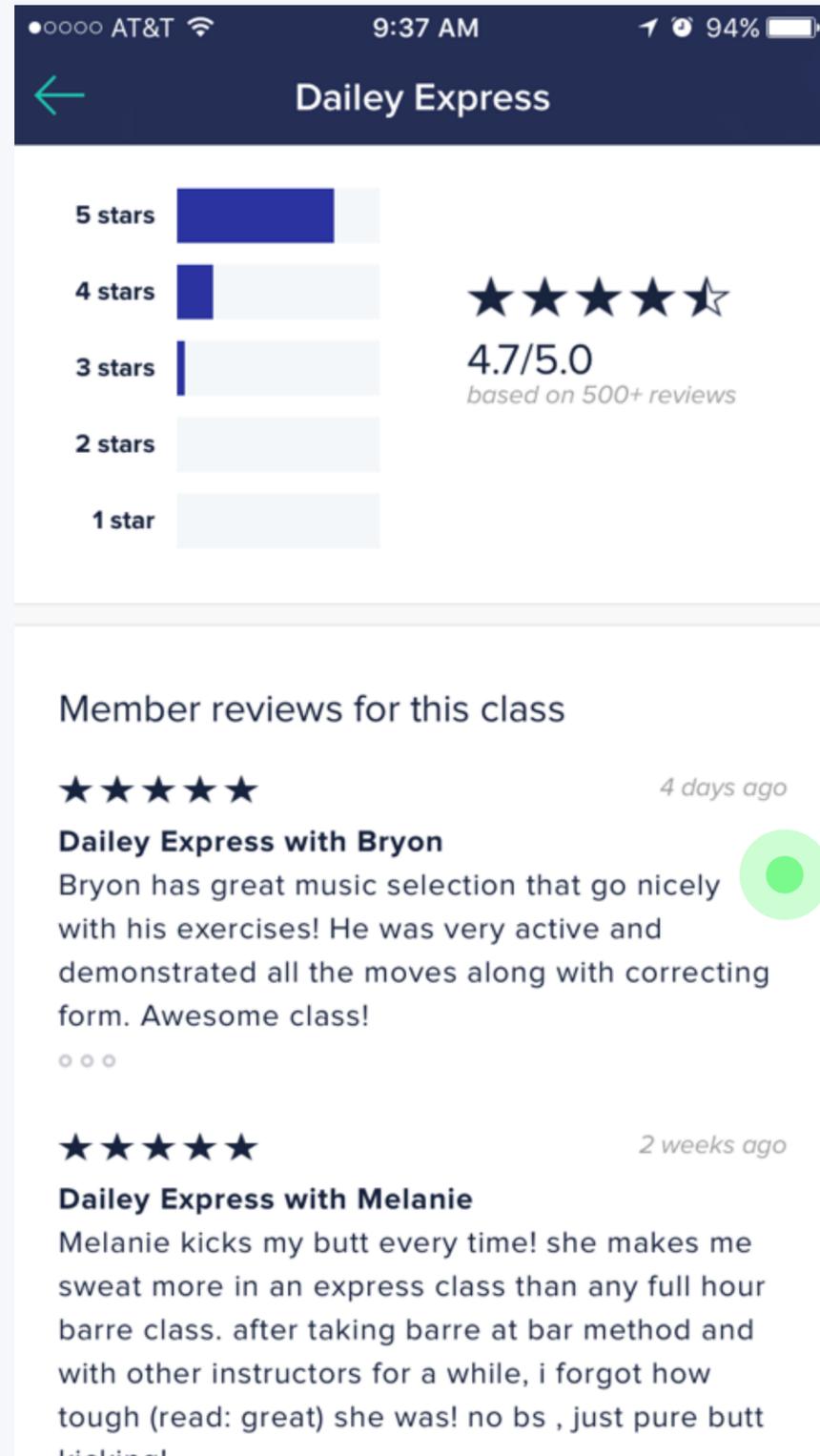


**Overall studio
rating and
attributes**

Step 4

ClassPass users can also dive deeper into ratings and read full reviews at the class level to gain further knowledge about the studio, class and/or instructor.

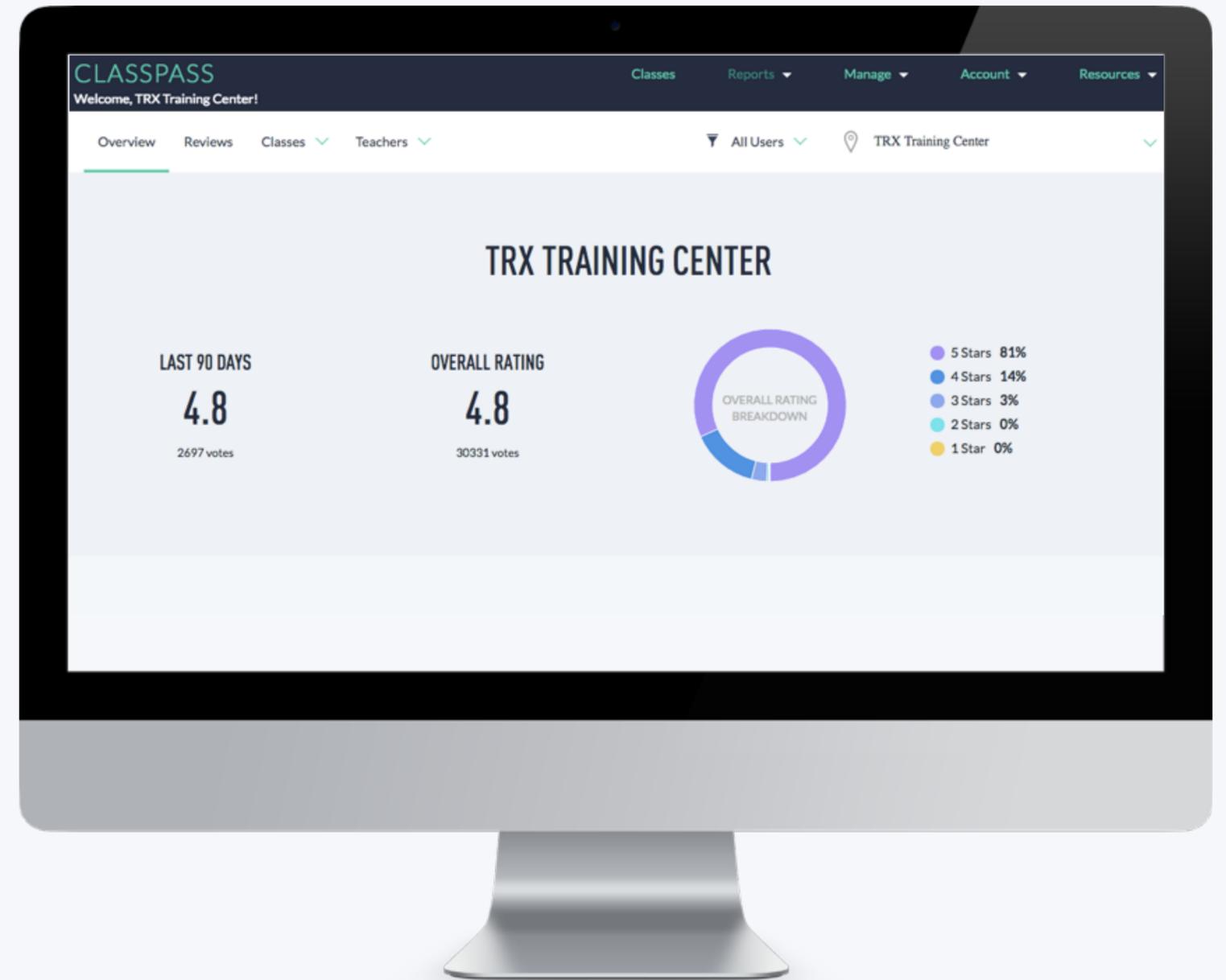
- “I didn’t think I was interested in strength training classes, but it had such a high score and great reviews so I tried it. It’s now one of my favorite studios.” - ClassPass user



**Full view of
Ratings &
Reviews**

Studio Experience

Ratings & Reviews can be tracked directly in your ClassPass dashboard and are sortable by class or instructor.



Step 1

Reviews tab

The screenshot shows the CLASSPASS interface with the following details:

- Header:** CLASSPASS logo, navigation links (Classes, Reports, Manage, Account, Resources), and a welcome message: "Welcome, TRX Training Center!".
- Navigation:** Overview, Reviews (highlighted with a green circle), Classes, and Teachers tabs. Filters for "All Users" and "TRX Training Center" are also visible.
- Week of March 12th, 2017:**
 - Review 1:** TRX SWEAT by FELIX GALLEG0, 5 STARS. Review: "Awesome workout - challenging in a great way". Includes "Post a reply" and "REPORT ABUSE" options.
 - Review 2:** TRX SWEAT by FELIX GALLEG0, 4 STARS. Review: "Appreciated the suggested modifications to push harder. Instructor had a quiet friendly voice, but was a bit hard to hear over the music. Felt it was a little muffled." Includes "Post a reply" and "REPORT ABUSE" options.
- Week of March 5th, 2017:**
 - Review 1:** TRX SWEAT by TENAE ROTH, 5 STARS. Review: "Tenaë is great!". Includes "Post a reply" and "REPORT ABUSE" options.

The Reviews tab allows you to view ratings and reviews week over week with the ability to reply to or flag a review.

Step 2

Classes tab

CLASSPASS
Welcome, TRX Training Center!

Classes Reports Manage Account Resources

Overview Reviews **Classes** Teachers

All Users TRX Training Center

TRX 415 BOOTCAMP

LAST 90 DAYS **4.8** 454 votes

OVERALL RATING **4.8** 2338 votes

OVERALL RATING BREAKDOWN

- 5 Stars 85%
- 4 Stars 12%
- 3 Stars 3%
- 2 Stars 0%
- 1 Star 0%

TRX 415 Bootcamp
TRX FIT
TRX Next
TRX Next: Balls & Bells
TRX Strong
TRX Sweat
TRX Yoga Flow

WEEK OF MARCH 5TH, 2017

NO TEACHER SPECIFIED TEACHER	5 STARS	Love this class. Works you out!
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WEEK OF FEBRUARY 19TH, 2017

NO TEACHER SPECIFIED TEACHER	5 STARS	Such a great class and instructor!
NO TEACHER SPECIFIED TEACHER	5 STARS	Love this workout!
NO TEACHER SPECIFIED TEACHER	5 STARS	medwin's classes are uniquely challenging and incredibly rewarding. Also, he's a great instructor and all-around good guy.

The Classes tab sorts data class by class and provides valuable insight into how to enhance class experience.

- 59% of users value reviews on class format

Step 3

Teachers tab

CLASSPASS
Welcome, TRX Training Center!

Classes Reports Manage Account Resources

Overview Reviews Classes Teachers

All Users TRX Training Center

Charles Lantz
Felix Gallego
Kevin Defro
Kim Klinedinst
Matt Noble
Medwin Mina
Miguel Vargas
Nicole Gillett
Rachel Mandeville
Russ Kunin
Stein-Erik Skaar
Tena Roth
Zack Van Wagoner

LAST 90 DAYS
4.8
704 votes

AJ

RATING
8
otes

OVERALL RATING BREAKDOWN

- 5 Stars 80%
- 4 Stars 15%
- 3 Stars 3%
- 2 Stars 1%
- 1 Star 0%

WEEK OF FEBRUARY 26TH, 2017

TRX FIT CLASS 5 STARS Well organized and paced, challenging but do-able

WEEK OF FEBRUARY 19TH, 2017

TRX FIT CLASS 5 STARS My favorite instructor here so far. Makes it accessible for all levels yet still challenging. Liked his music too.

TRX 415 BOOTCAMP CLASS 5 STARS medwin's classes are uniquely challenging and incredibly rewarding. Also, he's a great instructor and all-around good guy.

The Teachers tab sorts data by instructor and has the capability to email the report directly to your staff.

- 67% of users value instructor information

Leveraging Ratings & Reviews

Reviews provide constructive feedback for your instructors

The screenshot shows an email titled "Your ClassPass ratings and reviews" from info@classpass.com. The main content is for instructor "AJ".

LAST 30 DAYS	OVERALL RATING
4.8 704 VOTES	4.8 7032 VOTES

OVERALL RATING Breakdown:

- 5 Stars 80% (5634 ratings)
- 4 Stars 15% (1066 ratings)
- 3 Stars 3% (242 ratings)
- 2 Stars 1% (37 ratings)
- 1 Star 0% (11 ratings)

CLASSES

CLASS	RATING
TRX 415 BOOTCAMP	4.8
TRX FIT	4.9
TRX NEXT	4.8
TRX STRONGSWEAT	4.8

REVIEWS

CLASS	STARS	REVIEW
TRX FIT CLASS	5 STARS	Well organized and paced, challenging but do-able
TRX 415 BOOTCAMP CLASS	5 STARS	medwin's classes are uniquely challenging

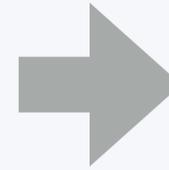
“AJ was a great instructor. This was my first Pilates class and he made sure to show by example for each move and gave guidance throughout. Class was challenging as well! Great workout.”



Email reviews directly to instructors and set up meetings to discuss!

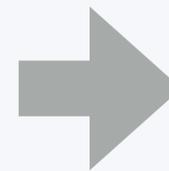
Example: How to translate feedback into action

1 “10 people started on the treadmill while 3 started on the floor. The instructor seemed more concerned about the large group. It was definitely a great workout but I don't think I'd go to this instructor's class again.”



- Treat a group of 2 or 100 people the same and maintain high energy no matter what
- Seamlessly transition between groups during the set to ensure both are receiving balanced instruction

2 “A disjointed cycle experience. They are trying to do way too much in a class. The instructor kept messing with the lights and it was really distracting her and causing us to not hit the beat the way we needed to have the best ride.”



- Set up quarterly performance check ins with each instructor and take their class to maintain quality
- Ensure instructors are familiar with equipment

Reviews provide recommendations to improve class experience

“A good sweat, but sometimes sets are a bit too complicated. With 5 interval stations and 2 moves per station, the instructor can't refresh everyone's memory. I recommend simplifying the moves a bit so people can focus on them faster, deeper, and with more resistance.”

“A bit noisy with other classes going on but the aromatherapy during class is lovely.”

“Wow this was no joke. Intense class for sure. Be prepared to sweat. Only thing I would change is that I wish the instructor used a mic. It was a little hard to hear at times. But great class, will definitely return.”



Opportunities to make small updates to implement user feedback!



Common themes from ClassPass reviews on class experience

- 1** Programming:
- “Programming was repetitive, and the instructor repeated intervals many times.”



Opportunity to work with instructors to add variety to routines

- 2** New comers:
- “I suggest an intro class for those of us who are new to rowing.”



Opportunity to include 15 intro session for new users or add intro classes to the schedule

- 3** Audio & Tech:
- “Difficult to hear the instructor and only understood every few words.”



Opportunity to provide mics for instructors or experiment with the music volume

Reviews provide direction on how to improve class descriptions

“Way more fast paced than anticipated; instructor was good, her voice was loud and clear. However she doesn't actually do the moves, so definitely recommend having yoga experience before attending (not sure if that's mentioned in the description).”

“Wasn't sure what to expect, but this class was amazing. Felt like an isolated workout, but with the best stretch. Left my sore muscles feeling so much better. Worth checking out.”

“Although it didn't advertise 'hot yoga', the studio was 87 degrees and uncomfortable. The instructor was very knowledgeable, but moved quickly. I'd recommend this class for more advanced yogis and not beginners.”



Incorporate simple updates to class descriptions to set expectations!

Best practices to improve class descriptions

1

WHAT: What is this workout all about? What's the benefit to the user? What's unique about it?

2

WHO: Who is this workout best for? Beginners, Advance, All Levels?

3

HOW: What should they bring? What type of equipment will be involved? Anything they should know about check in?

[See all reviews](#)



About

HOW IT WORKS

BFX Barre involves small, repetitive movements, weight lifting, stretching and isometric holds designed to firm physique, improve posture and extend flexibility. In these classes, you'll work at the barre with mini-balls, blocks and small free weights in rapid succession.

WHO IT'S DESIGNED FOR

Barre offers a potent fitness experience for anyone looking to sculpt strong muscles. No dance experience necessary.

WHAT YOU'LL GAIN

A highly effective, low-impact fitness experience, BFX Barre builds lean and lithe muscles while contouring your body.

RESERVE CLASS

Responding to Feedback

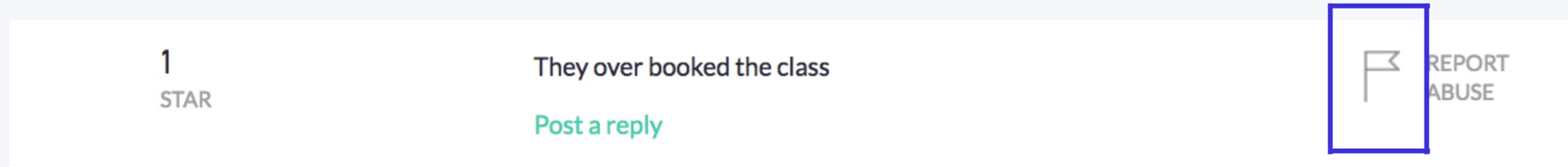
ClassPass community guidelines

After a user attends class, he or she is prompted to complete a review. Although we encourage honesty and authenticity, we do reserve the right to edit or remove reviews that violate our guidelines:

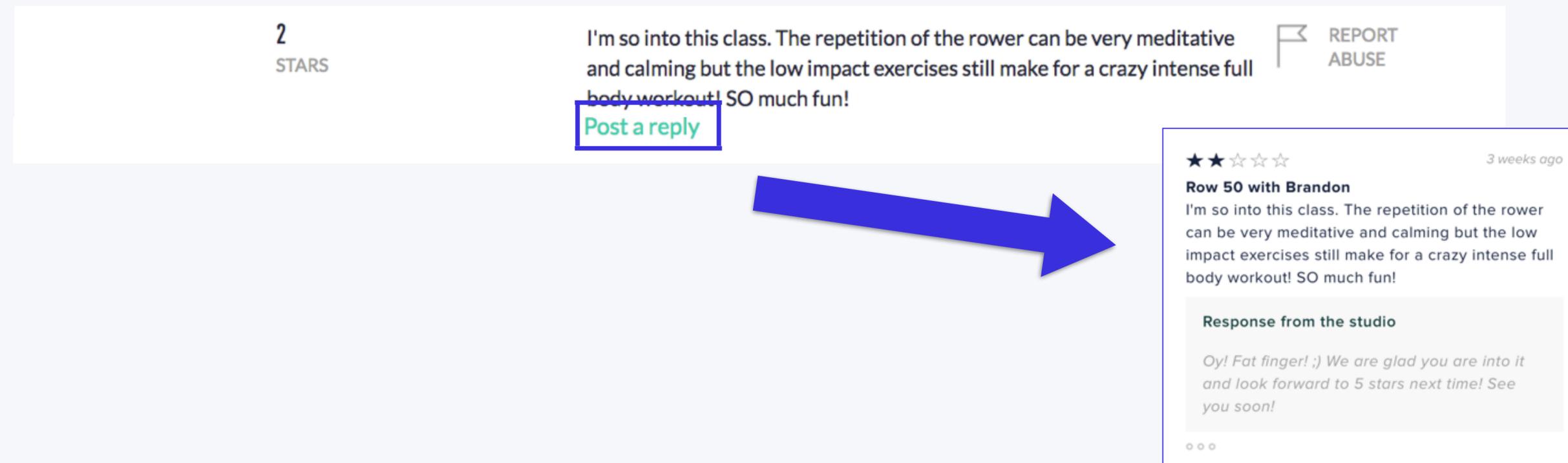
- **Authenticity:** reviews should be factual, not exaggerated
- **Respect & Empathy:** reviews should be constructive, not disparaging
- **Appropriate Content:** offensive or inappropriate reviews will be removed
- **Actionable Feedback:** great reviews should include clear and constructive feedback
- **Promotional and/or Conflict of Interest:** biased or promotional reviews will be removed
- **Original:** plagiarized reviews will be removed
- **Relevant:** reviews are meant for attended classes and studios

ClassPass community guidelines

If you suspect that a review does not meet the community guidelines, please flag it in the Partner Dashboard:



Otherwise, take it as an opportunity to interact with your community by posting a reply!



Importance of responding to reviews

- **Showcase your brand & customer service:** Knowing that most people take reviews into account before booking class, responding to reviews can provide an opportunity to showcase your brand voice and customer service experience.
- **Market to prospective clients:** Reviews serve as an extension of your selling platform, allowing you to essentially market to potential users. ClassPass reviews are anonymous, so think more about what your overall community will see versus what one client will see.
- **Build loyalty and community:** Responding to both positive and mixed reviews allows for another way to build loyalty and community at the studio.

How to respond to positive feedback

- Don't feel obligated to reply to every positive review
- But, similar to positive Tweets or Instagram posts, positive reviews do present an **opportunity to engage** with your loyal and engaged customers.
- Every once in awhile, take time to **appreciate and reply** to the most special reviews.
- Since reviews are public, replying to positive sentiments is a way to **communicate your brand voice** to a larger audience

Example: How to respond to positive feedback

Review

3 stars: I'm so into this class. The repetition of the rower can be very meditative and calming but the low impact exercises still make for a crazy intense full body workout! SO much fun!

Response

Oy! Fat finger! ;) We are glad you are into it and look forward to a 5 stars next time! See you soon!

How to respond to mixed feedback

- Remember: **don't take things personally**. Users trust reviews that are mixed and tend to discount reviews that are too skewed in either direction.
- Take some time to **gather your thoughts and emotions**, then respond as soon as possible
- Check your tone: **Be pleasant, helpful and diplomatic**.
- **Craft your reply carefully**: responses can either showcase your customer experience expertise or turn potential clients away.
- **Be solution-oriented** and if action has been taken, convey that in your response.

"I enjoy looking at the reviews and find that they give me a better idea of what to expect, but I generally do not let the reviews dissuade me from taking a class as everyone has different expectations for their workouts."

- *ClassPass User*

Example: How to respond to mixed feedback

Review

3 stars: The biggest disappointment was that the studio was not heated. “Heated,” yes, because it was indoors. but not heated to be a hot studio. It’s hard to understand how the teacher could just not heat the room to standard.

Response

Thank you for your review. The studio is awaiting the installation of heat fans so that we have control of the temperature regardless of the building temperature...we expect this to be installed within the next 2 weeks. We agree that the temperature needs to be higher and will chase up the manufacturer for express shipment. Thank you for the review and please bear with us!

Example: How to respond to mixed feedback

Review

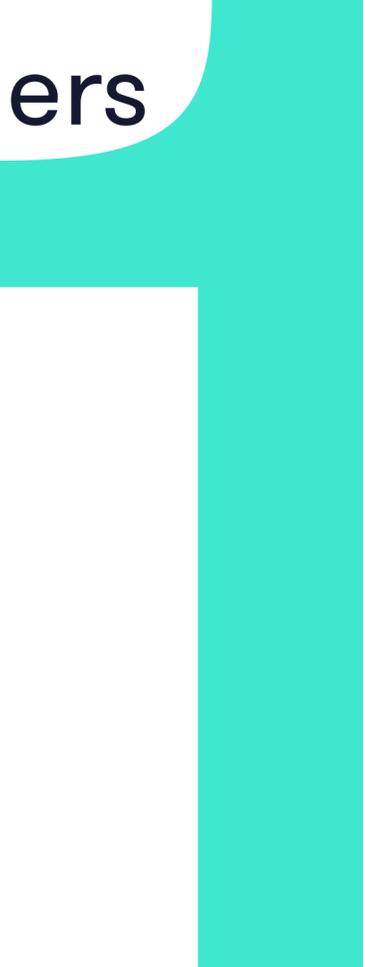
2 stars: I had no idea what was going on during class, and the instructor didn't help. There were too many people in class for him to pay attention to me, and the music wasn't great.

Response

Thanks for your feedback and sorry for your experience! We're always looking to improve, and I've passed your thoughts onto our instructor. We'd love to see you again and make up for it! All our instructors have different music styles - check out the bios on our website to see who plays what! Or, check out one of our intro classes - they don't move quite as quickly so you can really nail down the moves.

Takeaways

Reviews are an important part of the purchase process, with 61% of customers seeking out reviews before making a decision to try or purchase a product.



Studios can leverage reviews to better the class experience and instruction, in turn, improving the user experience and overall rating.



Responding to reviews - both positive and mixed - is an important way to build community and display brand voice.



Thanks!