

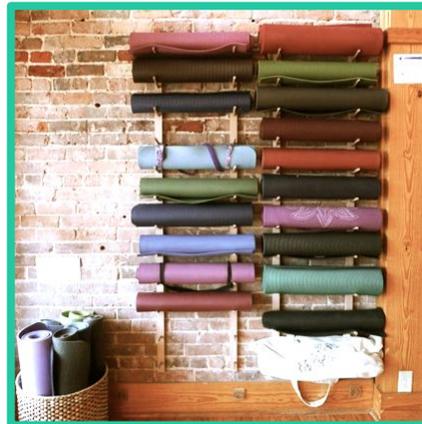
# CLASSPASS

## WHY CUSTOMER EXPERIENCE MATTERS

June 23, 2016

# People remember their overall customer experience & expect great service.

- Recognize what you value in a customer experience
- Understand customer painpoints
- Learn from your own personal customer experiences & avoid common pitfalls
- Determine how you want customers to define your brand



# Think of your staff as brand ambassadors.

- Identify what skills are important for your staff to deliver a positive, lasting experience
- Ensure that candidates will be a good culture fit with other employees, as well as with clients
- Ask questions during the interview process that help identify candidates customer service philosophy
  - *i.e. Tell us about a time you had a great, and terrible customer experience and what made it great or terrible*
- Determine what initial, and ongoing trainings are needed to set them up for success



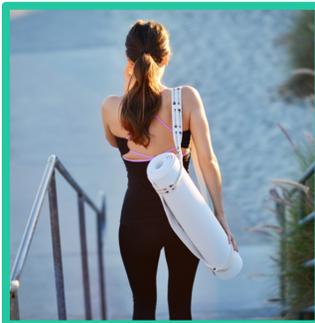
# Customer support can happen via multiple contact channels, and at any moment.

- Understand your customers' preferred contact channels
  - Common channels: In person, on the phone, via email, via social media, via chat, text messages
  - Each channel fulfills a different need for your customer (i.e. texting and social media are quick!)
- Determine how accessible are you for your customers and how you currently respond
- Don't underestimate the power of social media for customer service and retention
  - Almost half of consumers expect a brand to have customer service capabilities via Facebook, but only a quarter of brands actually provide this
  - Be ready and able to respond to your customers' comments and feedback on Facebook, Twitter and Yelp
- Invest efforts in building a help center or FAQ page on your site
  - Most customers will check your website first for quick and self-service solutions before emailing or calling you
  - By having clear, thoughtful responses at their disposal, you'll show upfront that you care about clients' needs and are proactive about responding to them



# Treat customers like you'd want to be treated.

- Provide a welcoming environment
  - *i.e. Ask yourself “If a new customer walks in, what would they think?”*
- Offer thoughtful amenities
  - *i.e. If you have busy clientele, would iPhone chargers be helpful at the front desk?*
- Address customers by name
- Solicit feedback through informal & formal feedback
  - *Informally ask customers as they leave how everything went*
  - *Have visible suggestion boxes for more formal, anonymous feedback*



# Provide the level of service that you'd expect.

41% of consumers expect an email response within 6 hours, but only 36% of U.S. companies respond that quickly

- Create a personal connection with clients by calling them or chatting face-to-face
- Provide timely, quick but effective responses (both reactively as well as proactively)
  - *i.e. Provide strong communication and advanced notice regarding changes*
- Know when to listen vs. talk
  - Listening allows you to truly identify issues and is invaluable for learning
  - *Allows you to come to solutions much faster which is incredibly important for a customer*

“ *I am not upset that class was cancelled. I'm frustrated that it was cancelled last minute without notice and I wasted my time driving to class. A make-up class is a nice gesture, but I really want to make sure that next time you'll let me know before I show up.* ”

# Customer segmentation can be a powerful tool.

- Identify and define new and loyal customers
  - A new customer can be a client on a trial offer or within the first 30-60 days
    - Give special care and attention to new customers with tours, showing them how to get set up
  - A loyal customer can be defined as a recurring customer, clients who have packages
    - Recognize loyal customers and speak to them accordingly

*Don't ask if a client has been there before. Instead say  
"Welcome Back" or "Great to see you again".*

*If it's been a little while, recognize that... "It's been a while, how are you doing?"  
"How's your new baby?" or "Can I see pictures from the wedding?"*

# Customers won't always be happy with the result but you can control how the message is delivered.

- Make the customer feel heard
- Show care and empathy: Reframe “no” with positive language
- Be transparent: Explain why you can't do what they are asking for
- Remember that customers are people, too so don't take personally
- Partner to offer alternative solutions

“ *I completely understand your frustration but unfortunately the class for Friday has been cancelled since we are getting our air conditioning fixed so that it will be an even better experience for you moving forward! In light of the inconvenience, we have added an additional early morning class Thursday – would you like me to sign you up?* ”

# Be thoughtful about customer issues voiced online.

- Recognize that all comments written publically can be seen by a wide network of current, past and potential customers
- Understand that your response allows you to showcase your brand in a positive or negative light
- Remember that even if communication happens offline, it can always become public again
- Follow best practices for handling reviews and customer service inquiries on social media



## REVIEWS

*Sleep on it*

*Resist harsh words*

*Roll with it*

## SOCIAL MEDIA

*Calm down*

*Short answers & take offline*

*Talk directly to gain more insight*

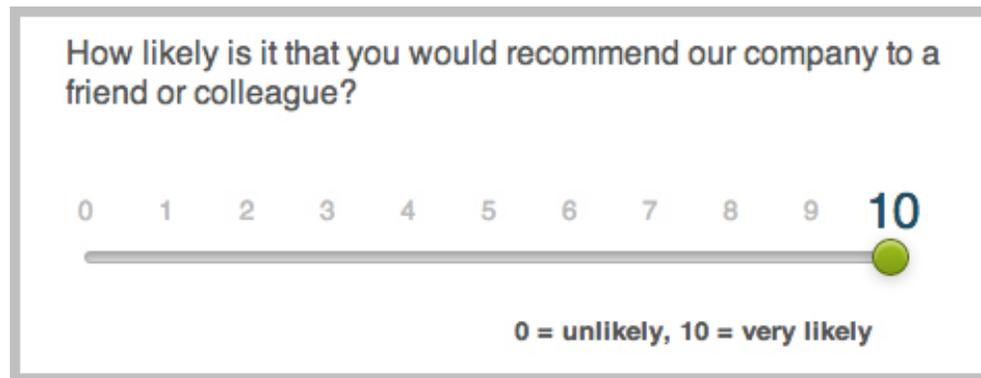
*Keep the conversation in original channel*

# Be mindful of how customers use reviews.

- **61% of customers seek out online reviews** before making a purchase decision at ClassPass
  - Data shows that Yelp is our fifth largest feeder site which means people are seeking out reviews before booking classes
- Every business will get a few mixed reviews—in fact, a couple of these in a sea of glowing ones is often convincing evidence that on the whole, their review rating can be trusted
- **Critical reviews are nothing to fear**
  - They can be viewed as opportunities for you to showcase who you are as a brand and how you value your customers
  - Reviews serve as an extension of your selling platform, allowing you to essentially market to potential users by how you treat your clients.
- Prospective customers generally understand that everyone makes missteps from time to time—and they are forgiving
  - **68% of customers trust reviews more when they see both good and bad scores**, while 30% suspect censorship or faked reviews when they don't see any negative opinions on the page

# Keep a pulse on your customer satisfaction.

- Use customer surveys or polls
  - *i.e. Net Promoter Score measures the willingness of customers to recommend a company's products or services to others*



- Monitor and analyze reviews & ratings tools in dashboard
- Recognize how often clients are referring new clients and look into a formal referral program
- Review retention data to understand customer lifecycle
  - *i.e. If someone cancels the gym, send a follow up survey to understand why or if a client has three personal training sessions but only attends one, reach out to understand why*
- Monitor ongoing loyalty program (if applicable)
  - *i.e. Number of participants, engagement with program*

# Utilize your community and resources for more information.

## *Helpful guides & information for further reference:*

- Help Scout
  - <https://www.helpscout.net/blog/talking-vs-listening>
  - <https://www.helpscout.net/blog/support-scenarios>
- After Class
  - <http://afterclass.classpass.com/the-power-of-reviews-and-how-to-approach-them-as-a-business-owner/>
  - <http://afterclass.classpass.com/what-you-need-to-know-about-customer-retention/>
- Survey Providers
  - Survey Monkey, Google
- NPS Providers
  - Delighted.com

**QUESTIONS?**