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Partner Case Study

Yihan Spa

Location

Midtown East, New York

Joined ClassPass

March 2018

Since joining ClassPass
in 2018

—
7.6k

*total number of
ClassPass reservations*

\$542k

*total incremental revenue
from ClassPass*

4.9k

*total number of unique
ClassPass users*

Background

Yihan Spa is a boutique spa that provides rejuvenating and relaxing treatments to those looking for a break from the bustling streets of New York. Owner, Geoffrey Allard, is set to grow his business and increase his customer base. It was important for him to work with a reliable partner who can help to achieve his business goals.

Working with ClassPass

At Yihan Spa, each customer receives a treatment with a personal touch and a wholly dedicated therapist to offer the best experience. With the customer at its core, their focus is not only on providing top services but also on acquiring and retaining customers.

Allard said, "We really appreciate the type of customers ClassPass sends us and how much ClassPass' exposure helped us to attain more clients. Many of them became loyal customers and returned on average 6-7 times after their first appointment." Given ClassPass' worldwide presence, he added, "We have received many international ClassPass customers who were visiting New York from cities such as London or Dubai!"

Partners can manage their appointments on the dashboard which also allows them to track a variety of metrics such as financial performance, user activities, ratings and reviews and more. Allard checks the reviews regularly and uses them as a "training tool" during weekly staff meetings. Besides the written reviews, he engages with ClassPass users in-person to receive feedback. "Just by talking to [ClassPass] users, we created a 60-minute treatment tailored to their needs which is a combination of a massage and cupping."

Yihan Spa's staff members initially managed their availability on the ClassPass partner dashboard, but thanks to ClassPass' new CalendarSync integration tool, Yihan Spa was able to integrate Google Calendar with ClassPass. The administrative burden of availability management has been eliminated.



Looking Ahead

Allard is optimistic about Yihan Spa's recovery coming out of the COVID pandemic. "There is a real opportunity for us given the increased number of people complaining about back and neck issues as a consequence of working from home."

He recently added a new second location to ClassPass that is focussed on couples' treatments. With ClassPass' continued efforts in the wellness space, Allard looks forward to welcoming many more customers at his new and existing location.

Working with ClassPass has been great! It is an excellent way to fill our empty spots and get new customers through the door.

- Geoffrey Allard, Owner of Yihan Spa

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