edge

CYCLEBAR

Case Study

Fast Results:

CYCLEBAR Culver City & CYCLEBAR Santa Monica



Background

CYCLEBAR is the largest indoor cycling franchise in the world with 250 locations worldwide. Steph Sklar-Mulcahy is the owner of two franchise locations in Culver City and Santa Monica, California.

The Problem

CYCLEBAR lacked a strategy and method for acquiring more positive reviews. As a result of the low average reviews per month (ARPM), both locations appeared low in the local search rankings and were impacted by negative reviews.



> 90% of their target audience (women ages 25-50) typically utilize online reviews when making buying decisions and as a whole have a tremendous amount of purchasing power.

Harvard Business Review, Oberlo

AT BOTH LOCATIONS

$475

Earned by employees

SANTA MONICA

+ 2,103%

Increase in average reviews per month

CULVER CITY

+ 2,148%

Increase in average reviews per month

edge CYCLEBAR

“I think a lot of times people are super passive about getting reviews. It’s kind of like sales, you have to ask for it. Getting the texts out right after class is where we’ve seen the best engagement
I think a lot of times people.”

Steph Sklar-Mulcahy, Franchise Owner of CYCLEBAR Culver City and Santa Monica



The Solution

Edge’s integration instantly increased the amount of reviews for both locations. Employee engagement and team morale are at all time highs.

Edge integrated with CYCLEBAR’s point-of-sale and sends members a customized text message after each class asking them to rate their experience. If the experience is a 4 or 5, Edge follows up to encourage members to leave a testimonial using the employee’s name on Google Maps. CYCLEBAR staff and instructors earn cash bonuses each time they are mentioned in a positive online review by name.
If the member responds negatively, CYCLEBAR staff is alerted to contact the member directly to rectify the concern and mitigate a negative online review.

The Results

Before using Edge, Culver City had 149 total reviews and an ARPM of 3.2. Santa Monica had 29 total reviews and an ARPM of 0.8. Since using Edge, Culver City has increased to 285 total reviews and an ARMP of 71.3, a 2,147.5% increase. Santa Monica has increased to 73 total reviews and an ARPM of 18.3, a 2,102.6% increase in average reviews per month.