



GETTING MORE 5 STAR GOOGLE REVIEWS

PRESENTED BY ALISON GREGO

TODAY WE'LL BE COVERING

- The common themes of 5-star Google reviews in gym / fitness industry
- The common themes of 5-star Google reviews for Fernwood clubs
- Why we want to encourage more 5-star Google reviews
- Tips for encouraging your members to leave you 5-star Google reviews



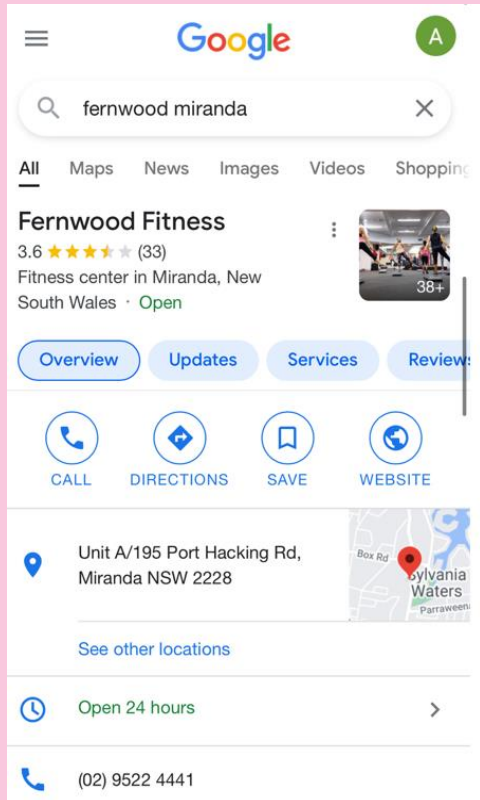
Don't forget to watch Lunch 'n' Learn on managing your Google My Business listing on Uberall



- Uberall is a platform that allows clubs to update opening hours, add photos/videos & publish offer posts on your Google business listing.
- The *updates you make via Uberall appear on Google AS WELL AS all other search engines* where your club appears too!
- You can also use Uberall to manage & respond to your club online reviews from Google, Bing, Apple Maps and other search engines, all in one place.



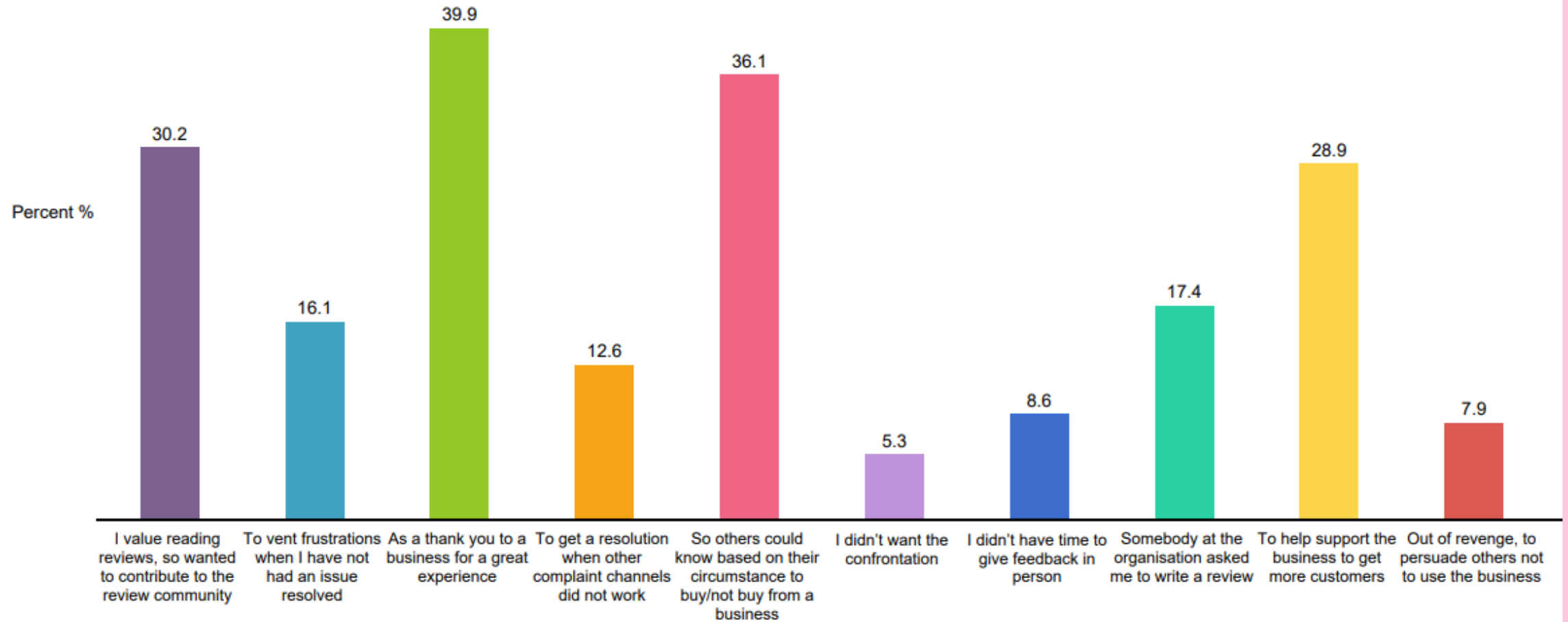
Why is updating your Google business listing + encouraging positive reviews / responding to them so important?



- ✓ Google reward businesses that frequently update their business listing and respond to reviews.
- ✓ By fostering more Google reviews & responding to them, adding new photos & posting offers – this builds your listings credibility within the search engine, which will in turn improve your ranking and visibility within search results.
- A higher star rating on Google also improves your club's listing visibility in search results.
- ✓ A well-managed and up-to-date listing builds trust with current and potential members.



What motivates customers to leave reviews?



Top 5-star review themes for Fernwood clubs



**GOOD CUSTOMER
SERVICE (NON-
MANAGEMENT)**

1

*"The Staff are always so friendly, welcoming and some feel like family I am there that often...the ladies that work in the Creche are AMAZING. I couldn't trust a more capable and caring bunch, they out do themselves and my girls love them so much !!! 100% would and do recommend this gym to anyone and everyone I know and meet. It is my happy place."
(Fernwood Fitness, Cannington, WA)*



**GREAT GYM/LOVE
IT/FAVOURITE
(GENERAL)**

2

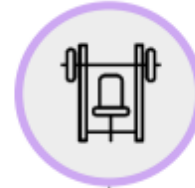
*"So in love with this place OMG! Stumbled upon it one day on my walk in the area and thought I'd check it out. Six months down the line I have become a gym junkie! ...Love you ladies, thank you for everything xx"
(Fernwood Fitness, Miranda, NSW)*



**GOOD PERSONAL
TRAINERS/KNOWLEDG
ABLE/EXPERIENCED**

3

*"The Personal Trainers are amazing and for the results you get they are very affordable. I come in everyday and cannot complain at all. Thank you very much to all the girls at Fernwood fitness Narre warren for taking me in and helping me accomplish my goals you're all amazing 10/10 :)"
(Fernwood Fitness, Narre Warren, VIC)*



**GOOD GYM/FITNESS
CENTRE FACILITIES**

4

*"The equipment and facilities are constantly being upgraded, so it has a very fresh, modern and up-to-date setting. The gym has all you could want: cardio equipment with in-built TVs, a huge variety of weights, two large rooms for an assortment of classes, a cycle/spin room and even a child-minding facility so mums can work out with bub nearby."
(Fernwood Fitness, Yarraville, VIC)*

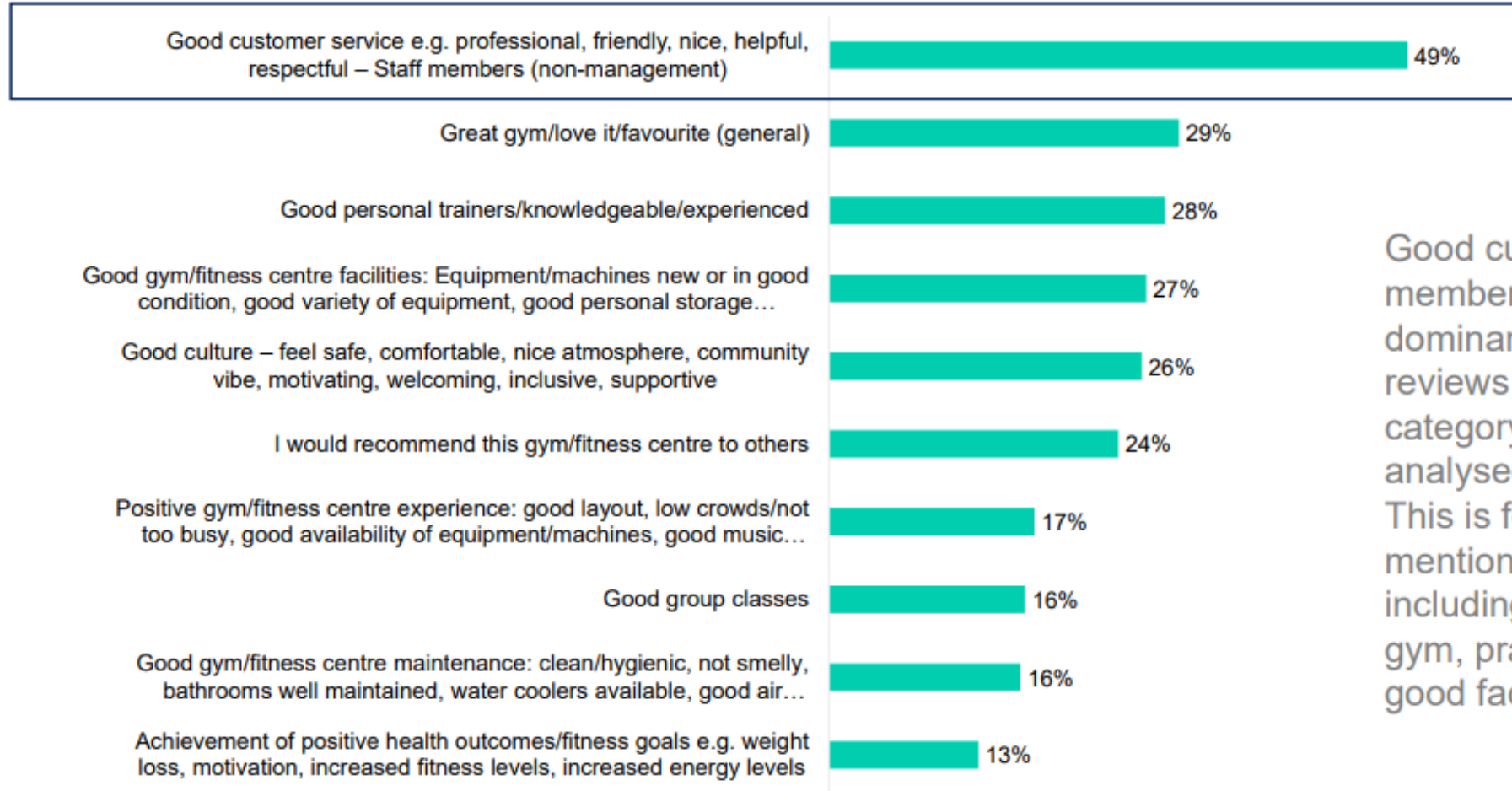


GOOD CULTURE

5

*"I am so thankful for the community at Fernwood Belconnen. They emphasise such a strong sense of belonging. I feel so supported by the amazing team there, they encourage you to develop not only physically but mentally as well! Signing up was the best decision I've made!"
(Fernwood Fitness, Belconnen, ACT)*

Top 5-star review themes across fitness industry



Results <13% not included in the chart

Good customer service from staff members (non management) is the dominant topic of 5 star Google reviews in the gym/fitness centre category, mentioned in half of reviews analysed.

This is followed by a range of topics mentioned by at least 1 in 4 reviewers including generally liking/loving the gym, praise for personal trainers, good facilities and good culture.



Top 1-star review themes for Fernwood clubs



POOR CUSTOMER SERVICE (NON-MANAGEMENT)

1

*"Absolutely disgusting atmosphere and the staff are very inconsiderate and rude, they all are passive aggressive and make fun of the members here and I've heard them. Honestly save your money."
(Fernwood Fitness, [REDACTED] VIC)*



CANCELLATION ISSUES

2

*"If you join please know if you're in a terrible car accident and in ICU you are expected to call them immediately in order to get your membership cancelled or put on hold. They don't care if you're unconscious in a coma, paralysed or and almost dead they will not refund your money when you show them the hospital discharge papers at a later stage when you are finally out of hospital. No compassion or empathy."
(Fernwood Fitness, [REDACTED] NSW)*



POOR CUSTOMER SERVICE (MANAGEMENT/HEAD OFFICE)

3

*"Management is so professional, unsupportive and not customer oriented, all they want is new members and your money."
(Fernwood Fitness, [REDACTED] NSW)*



UNEXPECTED FEES/MISLEADING CONTRACT TERMS

4

*"Will happily lie about contract terms and conditions to scam extra money out of you. Beware of entering into a contract with this company as it literally means nothing to them."
(Fernwood Fitness, [REDACTED] ACT)*



POOR GYM/FITNESS CENTRE EXPERIENCE

5

*"Prior to Covid, I rated five stars because I felt the support within the club was great. Now the booking system is in place, if you miss three booked classes, you're barred for a week and are still expected to pay the fees. I used to think Fernwood cared about women's health and fitness, but it's become crystal clear this is just another soulless business."
(Fernwood Fitness, [REDACTED] ACT)*

Top 1-star review themes across fitness industry



Results <6% not included in the chart

Poor customer service from gym staff members (non management) and cancellation issues are the leading issues driving 1 star reviews in the gym/fitness centre category, followed by poor customer service from management/head office and unexpected fees or misleading contract terms.

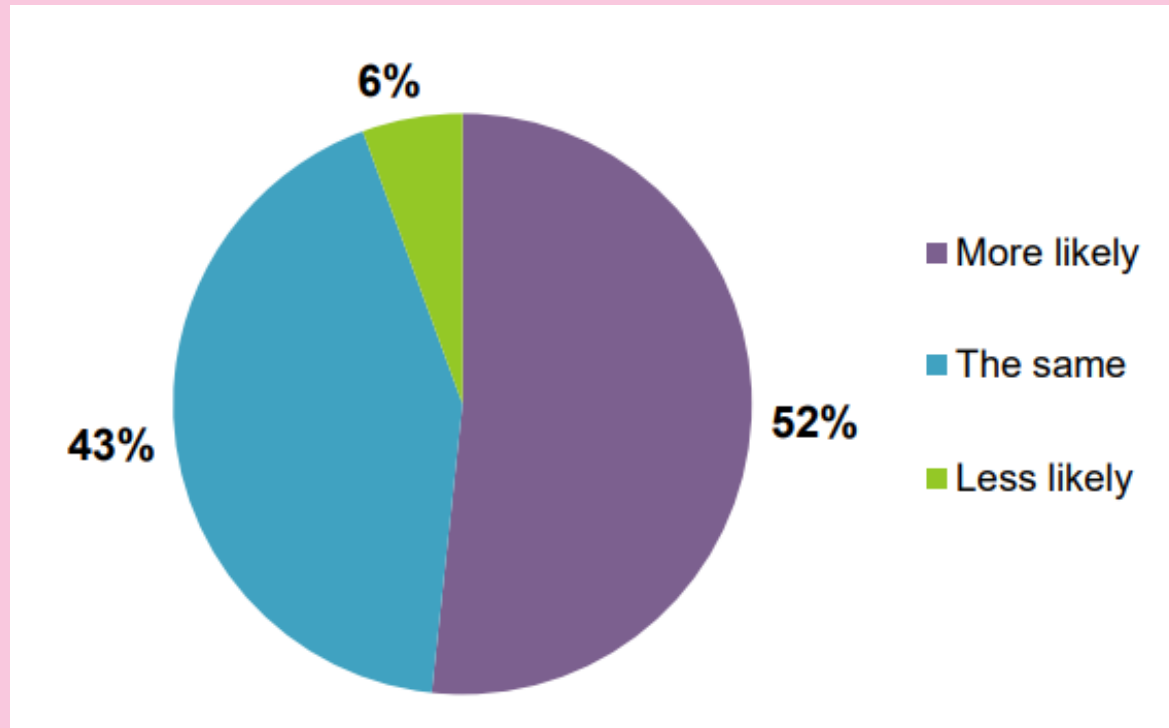


How does Fernwood compare?

10 months to Feb 2022	Star rating	Happiness Rating	Responsiveness Rating	Number of reviews
Fernwood Fitness	4.41	66%	35%	1,555
Industry Benchmark 10 months to Feb 2022- encompassing 38,339 reviews across 30 largest AUSactive member brands.				
Lowest	3.39	5%	1%	84
Average	4.32	57%	27%	1,278
Highest	5.00	100%	86%	9,610

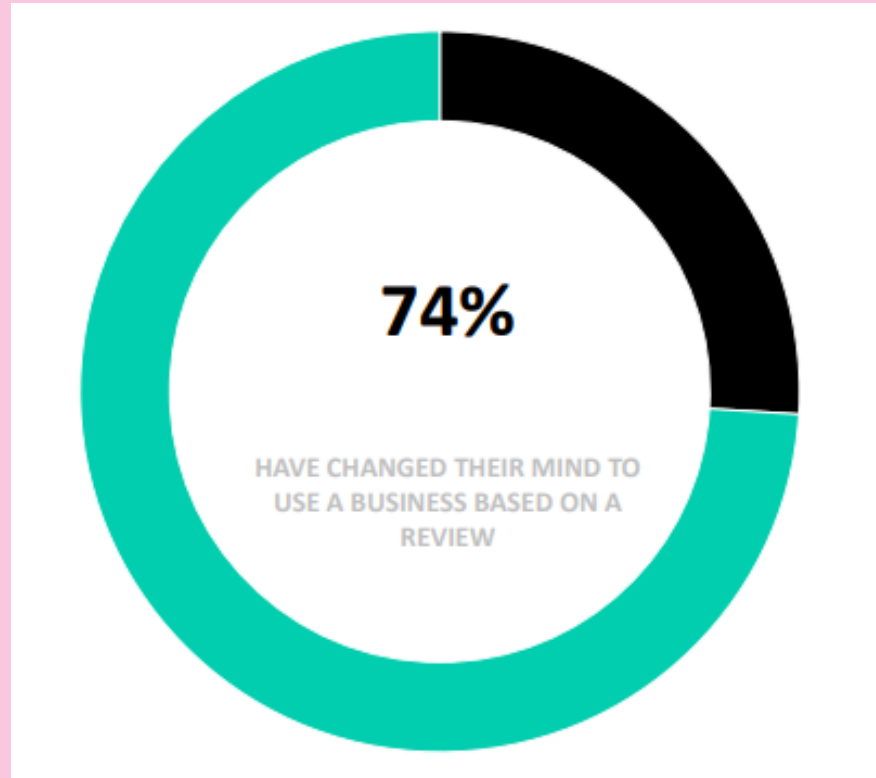


When you see a business respond to negative reviews & resolve customer issues, are you more or less likely to consider their business or service in future?



Just over half of respondents said that they would be more likely to consider the business in the future if the business responds to negative reviews.

Reviews are critical influencers



- For 7 out of 10 people, customer reviews are a must read on Google business profiles
- 48% of respondents said that if a star rating is below a certain level, they would not consider the business



So, how do I encourage my members to leave positive Google reviews?



Display Google review poster in club



- Download poster from Canva
- Before downloading poster, add QR code that links to your Google listing OR create a custom '[Review Website Page](#)' (you can request this from Nathan via Web Engage)
- Not sure how to generate link to your Google listing? Use this tool.
- Brief staff to reference the posters – after PT session, FIIT30 class – make it a part of your member conversations.

Use your in-club screens



- Download VMO screen from Canva
- Before downloading screen, add QR code that links to your Google listing OR create a custom '[Review Website Page](#)' (*you can request this from Nathan via Web Engage*)
- Not sure how to generate link to your Google listing? Use this tool.
- Submit request to The Help Desk for this to appear on your in-club screens.



Send your members an email

- 2021 google review – **email template in Talkbox** for club use.
- Before sending email, add link to your Google listing OR create a custom '[Review Website Page](#)' (*you can request this from Nathan via Web Engage*)
- Not sure how to generate link to your Google listing? [Use this tool.](#)



Some things to be mindful of...

- **Incentivising reviews:** No, you cannot offer money or other rewards for Google reviews. Google has taken action against businesses that incentivise reviews this way. It's best to be cautious here, or any reviews you incentive might be removed.
- **Employees leaving reviews:** No, you cannot ask Fernwood employees to review your business. This falls under the [Conflict of Interest](#) section of the Google review policies.





THANK YOU!

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