

**Since Joining ClassPass  
in 2018****2.8k***total number of  
ClassPass reservations***\$8.9k***total incremental revenue  
from ClassPass***1.4k***total number of unique  
ClassPass users***Background**

J.J. Creegan, COO of nationwide gym chain Youfit Health Clubs, says customer satisfaction is their number one priority. Catering to clients with high-quality equipment, top-of-the-line amenities and pristine modern spaces, the health club's reach spans 14 states with 110 locations. Youfit was on the lookout for ways to reach an even wider fitness audience and make the workout experience as seamless as possible — from sign up through to sweat session.

"Our goal is to help our members feel better and live better — we are always looking for more resources and tools to better serve our members and our communities," says Creegan. "People want options, flexibility and personalization. We provide that service in all of our locations, and we love that ClassPass is similarly focused on the customer experience and gives us more ways to do that."

**Working with ClassPass**

"I initially heard about ClassPass in 2015 and we wanted to work with them ever since," Creegan recalls. "ClassPass presence in and influence on the fitness industry continued to grow, and in 2018 we launched the first small test of our now nationwide partnership."

Creegan explains that the ClassPass partnership has surprised both traditional gym-goers and staff alike with its ease of use and advanced technology — both of which make the experience of visiting the gym more user-friendly.

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"We treat our gym members as friends and teammates, not just clients, and ClassPass does the same for us," says Creegan, citing the supportive team at ClassPass as his favorite part of the partnership. "They are dynamic, responsive and creative."

## Looking Ahead

"ClassPass has continued to grow in national visibility and increase its offerings," Creegan says. "We are happy with our increased ability to reach more people, and provide fitness solutions to more people as a result." Youfit continues to expand into new markets nationally and strengthen their footprint in current markets. "We look forward to seeing similar growth at ClassPass and with our partnership."

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**classpass**

Learn more about the benefits of becoming a ClassPass studio partner at **[partners.classpass.com](https://partners.classpass.com)**