Beachbody On Demand's App Rating Improved by over 2 Points with Usabilla

Beachbody has evolved from a fitness DVD and supplement company to a global fitness powerhouse fueled by an avid following. Their transition to the digital space presented an opportunity for Beachbody On Demand (Beachbody's digital platform) to directly engage with their loyal customer base. By choosing Usabilla as their Voice of Customer solution for the last four years, Beachbody On Demand captures key insights from their users, improves internal processes, and increases their bottom line.

The Problem: Usability

The Beachbody On Demand (BOD) digital team found a negative pattern in their Usabilla feedback - customers were complaining about the usability of Beachbodyondemand.com on their mobile devices. These unhappy customers were asking for mobile apps instead, but Beachbody On Demand already had them. Meanwhile, customers already using the app were giving it low ratings in the App Store, where the digital team had no way to act on those negative comments.

The Project: Improve BOD App Experience

BOD deployed Usabilla banners on their website with links to download the mobile app, directing web traffic there.

BOD also added Usabilla for Apps onto their iOS app. Opening up a channel of communication with their app users enables the digital team to follow up when customers have a bad experience or need help.

“Usabilla helps us improve processes within our company so we can deliver better products more quickly.”

ALEX SIDARAU
BUSINESS SYSTEMS ANALYST, BEACHBODY

The Result: More Engagement & Higher Satisfaction

After implementing Usabilla in their app, users began to leave more and more feedback. In fact, users preferred the convenience of leaving feedback directly in the app without having to exit BOD to go to the App Store.
With Usabilla in the BOD app, the team is able to collect definitive insights from users by designing targeted questionnaires aimed at specific user groups. Users provide insights that answer the questions the BOD team needs to know in order to improve the user experience. They were able to take the app feedback and use the information to create a better app with each new iteration. The ability to interact one-on-one with users who leave their contact information also makes the feedback more actionable.

Before launching Usabilla on their mobile app, BOD had a total of 158 ratings with an overall App Store rating of 2.8 out of 5. As a result of implementing Usabilla, they received over 6,000 more ratings. Their score has since increased to 4.9 (up 2+ points) and they now have greater than 17,000 app store ratings.

**Discover Ideas and Inspiration**

Who better to make product suggestions than the people who use it every day? BOD’s product team uses Usabilla feedback as a source of inspiration and ideas to include in redesigns. For example, customers overwhelmingly requested a feature that allowed them to track their workouts, which was later implemented.

**Close the Loop**

If BOD doesn’t solve issues quickly, customers might cancel their membership, so it’s vital for them to be able to close the loop on feedback. The sooner they catch an issue, the less of an impact it has. With feedback through Usabilla, BOD can look into specific feedback cases. They consider the customer’s feedback, analyze relevant metadata such as browser type, device, or page load time, and determine if and how they need to follow up. For those items where the customer leaves their contact information, BOD’s customer service team connects with them to discuss negative feedback or troubleshoot issues further.
Identify Issues Quickly, Avoid Churn

In a large organization like Beachbody, which has multiple customer support channels and many different departments, a technical issue on the website may take a long time to circulate to the right people. With Usabilla, the digital team receives direct unsolicited feedback, which enables the right stakeholders within the organization to get their hands on the problem as soon as a user reports it. Once an issue arises, it’s automatically tagged and sent to the appropriate team, saving time and resources.

For Beachbody On Demand, unsolicited feedback acts as “smoke” alerting them that issues are brewing. Sometimes, however, the root of the problem and its location are not entirely clear. In these instances, BOD solicits specific feedback from their users in targeted campaigns to pinpoint the location of the fire and figure out how to best extinguish it.

“Usabilla helps us save costs by expediting the process of identifying problems and sending them to the right people to resolve.”

Mike Farrell
Digital Product Operations, Beachbody On Demand

“We have a very loyal and active user base. They come up with good ideas that we haven’t stumbled into ourselves. Getting those suggestions out to our product team to be incorporated into future sprints really helps the health of the product.”

Mike Farrell
Digital Product Operations, Beachbody On Demand