



How Form & Flow maintains consistent bookings through interconnected staff, members & platform

About Form & Flow

Offering personalised, small-group classes in Pilates and barre, Form & Flow studio located in the Warwick and Stratford Upon Avon areas is the place to be! The two locations are run and operated by professional dancer-turned Pilates instructor Laura and her partner Sam.

Expert-led classes are kept at 6 people, meaning **incredible attention given to customers** and a workout that has a positive impact for everyone.



Their previous challenges

With many years in the industry, Laura had experienced mishaps through several previous platforms. With a studio that pays such special attention to students, she was looking for a software that could **match the level of care online as much as in the studio.**



Confused members & staff due to poor user experience

With previous basic booking platforms, Form & Flow's member base was not able to easily navigate class bookings. Members could not see past or previous bookings, offering limited information in the member area.

Members had to create two different accounts for each of the studio's locations. When it came to memberships and packs, Laura shared **"they couldn't use those in between our studios which were only about a ten minutes drive from each other"**.

Switching between two locations was a **multi-step process**; "With the old provider, we'd have to log in and log out to get the information we needed and piece it all together".

bsport - the change that benefited everyone

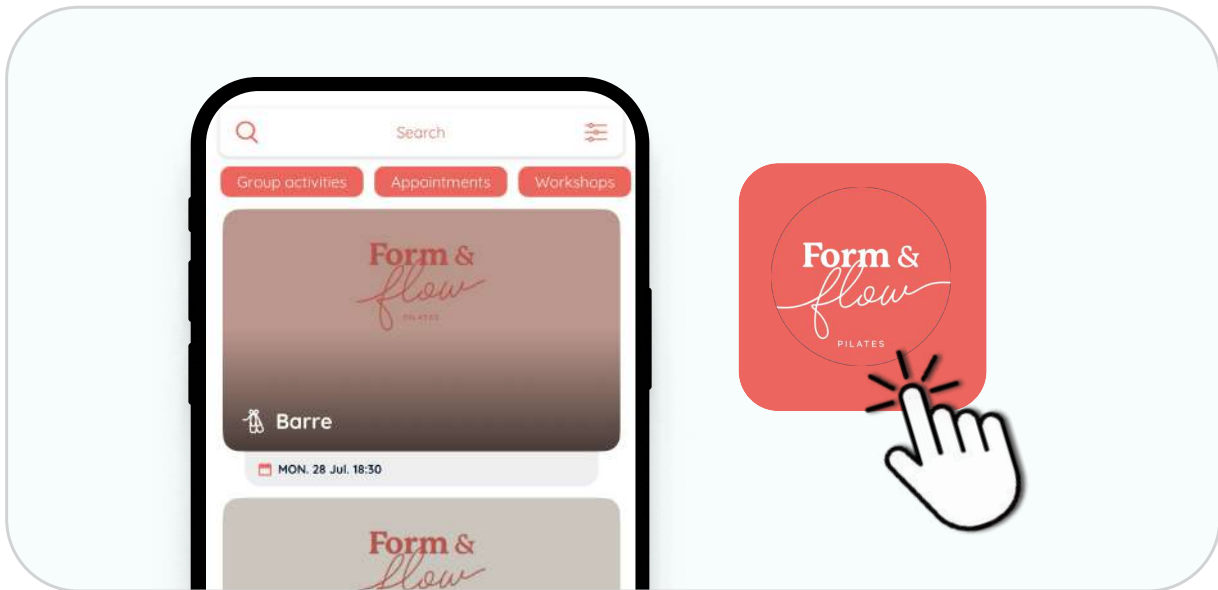
Intuitive usability for members



Empowering members with autonomy

Members new and old now love being able to **find and book classes for themselves** without difficulty via the platform.

Small details like being able to filter, favourite, and easily map themselves to the studio all make it “quite a simple, easy process for them”.



A sleek branded app

One of the biggest assets was being able to launch their own branded app. The result? Fewer customers feeling lost along the journey.

“It’s great. It’s really easy to use for the customers. They’re the ones using it and the **feedback from them is open and positive** that they can book in”.

“My favourite thing is that the customers really, really like it.”

Connecting with clients in fewer clicks

One of the things that maintains Form & Flow's client base through time is a **native marketing suite** which includes everything in one place. Thanks to bsport, Laura, Sam, and their team have been able to make their **marketing strategy smoother, more targeted, and save a lot more time**.



Client segmentation via Smartlists

The Form & Flow team can easily add tags to members based on their user profile, without needing any other third-party tool.



Email automation

Whether welcoming clients through a series of Welcome Emails or sending reminders to clients that haven't come in for 3+ weeks, emails are sent right on time.



Keeping clients up-to-date

The team keeps engagement high with clients through in-app notifications, newsletters, and text messages for class updates, changes, and general news.

Handling two locations in one

With two Form & Flow locations, bsport makes managing the two studios practically as straightforward as just one! With a **multi-location account**, member data along with teacher accounts are shared, no matter which location they attend.



“It’s been easy to have everything in one place.”

Capitalising on new revenue streams

Even with the bulk of revenue coming from memberships and packs, Form & Flow benefits from adding other revenue streams through their online offerings. **Gift Cards** prove to be a quick last-minute gift members often pick up during holidays. The studio uses **Video-On-Demand** as a way to complement their current offerings, while **pushing products at check-out** increases basket size effortlessly.

“The customer journey is really easy and not just easy for the customer. Within that journey, there’s chances to upsell them as well for the merchandise, so we get more revenue.”

No stopping now



Form & Flow is a studio that has been hailed by their community; the studio has even been nominated by Muddy Stilettos as a national finalist for the Best Yoga/Pilates Studio 2025.

For the team and its members, bsport has been able to provide them with everything they need for a consistently successful business. As for Laura’s experience? “**Customer service is some of the best I’ve experienced in a while, and I’ve used several different platforms!**”

[Learn more](#)

