



Shoreditch

8 Rivington Street, London, United Kingdom

REVIEW

Studio Forty Shoreditch — Saturday reformer class

DATE

9 May 2026

BUDGET

£45.00

AMOUNT SPENT

£31.50

AVG. DRINK TIMING

2 min

SERVER

Lena

OVERALL PERFORMANCE

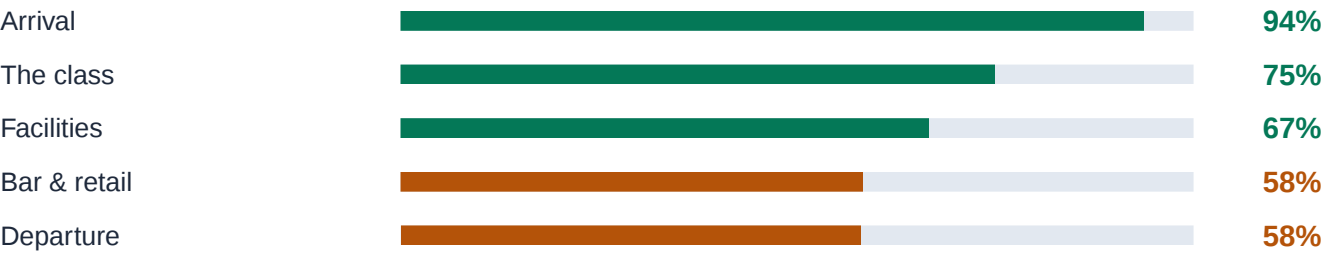
71% Good



OVERALL NPS

9 / 10

Performance by category



Front desk greeting

The standard is five seconds.

Acknowledged within 5 seconds of arriving

Yes

Warmth of the greeting

Excellent

Front desk host's name

Femi

Check-in

Finding the booking.

Booking found and first visit recognised

Yes

Time to check in

1 minutes

Entrance

What the street sees.

Condition of the entrance

Good

What stood out, or let it down?

"Glass clean, plants alive, welcome board current. One flyer stack collapsed across the bench."

Class start

Whether it started when it said it would.

Class started on time

No

Time from scheduled start to first movement

6 minutes

Instructor

Coaching, names and corrections.

Instructor learned and used names

Yes

Form corrected at least once

Yes

Quality of the coaching cues

Excellent

Instructor's name
Lena

What stood out, or let it down?

"Lena had all eleven names by the second exercise and corrected my footbar position without stopping the room."

Class content

Structure, energy, options.

Structure and progression

Good

Music and energy

Average

Modifications offered for beginners

Yes

FACILITIES

67%

Studio cleanliness

Before the class started.

Cleanliness of the studio

Good

Reformers wiped down before the class

Yes

Changing rooms

Cleanliness and stock.

Cleanliness of the changing rooms

Average

Showers stocked with product

No

Hairdryers working

Yes

What stood out, or let it down?

"Two of four showers had empty dispensers at 10:20. Floor dry, bins emptied."

Equipment

Condition of the reformers.

Condition of the reformers

Good

Anything worn or broken?

"Strap on reformer 7 fraying at the buckle."



BAR & RETAIL 58%

Shake offer

Whether anyone offered before you asked.

Offered a shake at some point during the visit

☒ No

Quality of the shake

☒ Good

Shake ordered

Peanut butter and banana

Time to make the shake

2 minutes

Retail

The shelves by the desk.

Retail area tidy and priced

☒ Yes

DEPARTURE

 58%

Farewell

The desk on the way out.

Thanked and said goodbye on leaving

☒ Yes

Asked how the class was

☒ No

Manager presence

Whether a manager was on the floor.

Manager visible on the floor

☒ No

Spend

What you paid against what it felt worth.

Charged correctly

☒ Yes

Total spent

£31.50

What the visit felt worth

£30.00

Time to take payment

1 minutes

Recommendation

Would you send a friend?

Likelihood to recommend

9 / 10

The one thing you would change

"Offer the shake. I had to ask, and half the class walked straight past the bar."

PHOTO DOCUMENTATION



STUDIO FORTY	
SHOREDITCH	
9 RIVINGTON PLACE, LONDON EC2A 3BA	

Till 02	Member GUEST
Date 09/05/26	Time 10:41
Txn 008314	

1 REFORMER 45 - DROP-IN	26.00
1 SHAKE: PEANUT BUTTER & BANANA	5.50

SUBTOTAL	31.50

TOTAL GBP	31.50

CARD	VISA ****4417
AUTH	230118

VAT NO. 288 4410 71	
SEE YOU ON THE REFORMER	

APPENDIX

Reference Materials

The following pages contain supplementary information
about how review scores are calculated.

Understanding Your Review Scores

Each review is scored on a 0–100% scale based on the answers given to Yes/No questions, performance ratings, and the overall NPS score. Other types of responses (comments, timings, photos, bill amounts, staff names) are recorded for context but do not affect the score.

What Counts Towards the Score?

Three types of answers feed into the score:

- Yes/No questions — “Yes” scores 100%, “No” scores 0%. “N/A” removes the question from the calculation entirely.
- Performance ratings (1–5) — each level is worth a fixed percentage; see the table below.
- NPS score (0–10) — mapped linearly to 0–100% (e.g. 9/10 = 90%).

The Rating Scale

Each performance rating is worth:

Excellent	100%
Good	75%
Average	50%
Below Average	25%
Poor	0%

How the Scores Are Calculated

- Each category score is the average of every Yes/No, rating, and NPS answer in that category. For example, a category with three answers at 100%, 75%, and 50% scores 75%.
- The overall score is the average across every scored answer in every category — categories with more questions naturally have a bigger influence on the overall number.
- “N/A” answers are removed from the count; they neither help nor hurt the score.

A Quick Example

Imagine a “Service” category with 4 questions:

1. Was the greeting friendly? — Yes (100%)
2. Speed of service — Good (75%)
3. Was cutlery clean? — Yes (100%)
4. Wine knowledge — N/A (excluded)

The category score = $(100 + 75 + 100) / 3 = 91.67\%$.

We have moved to a new scoring system

MasterGuest has moved to a new platform, and with it a new rating scale. Your scores may read lower than in earlier reports even where nothing about the visit has changed. The questions, the reviewers and the answers are the same — the scale underneath them is new.

What Changed

Reviewers used to rate each point against expectations, on a scale where a fully-met visit sat at 83% and it was possible to score above 100%. Ratings are now a straightforward five-point quality scale, where 100% means excellent throughout.

How the Old Ratings Map Across

PREVIOUSLY	NOW CALLED	OLD SCORE	NEW SCORE
Exceeds Expectations	Excellent	100%	100%
Meets Expectations	Good	83%	75%
Below Expectations	Average	58%	50%
Well Below Expectations	Below Average	25%	25%
No Execution	Poor	0%	0%
Not Applicable	N/A	excluded	excluded

What This Means For Your Numbers

- A visit where everything met expectations scored 83% before and scores 75% now. Nothing about the visit changed.
- If your earlier reports were capped so that “Meets” and “Exceeds” both showed 100%, the shift will look larger — that same visit would have read 100%.
- Reports issued from now on are directly comparable with each other. Comparing one against a report issued before the move is not like-for-like.

A Worked Example

The same four answers, scored under each system:

Previously — Meets, Meets, Exceeds, Below Expectations
 $(83 + 83 + 100 + 58) / 4 = 81\%$

Now — Good, Good, Excellent, Average
 $(75 + 75 + 100 + 50) / 4 = 75\%$

The reviewer answered identically both times. The six-point difference is the scale, not the venue.