

ClassPass makes wellness affordable for Yext Employees

Yext, an international software company headquartered in New York, partnered with ClassPass to provide a variety of affordable wellness options to their employees with a program that supports engagement.

The Challenge

After gathering feedback from their employees regarding their previous wellness benefit provider, they realized it was time to explore a new partnership. An employee survey reinforced this decision, revealing that Yext desired more from their wellness benefits than what was being offered.

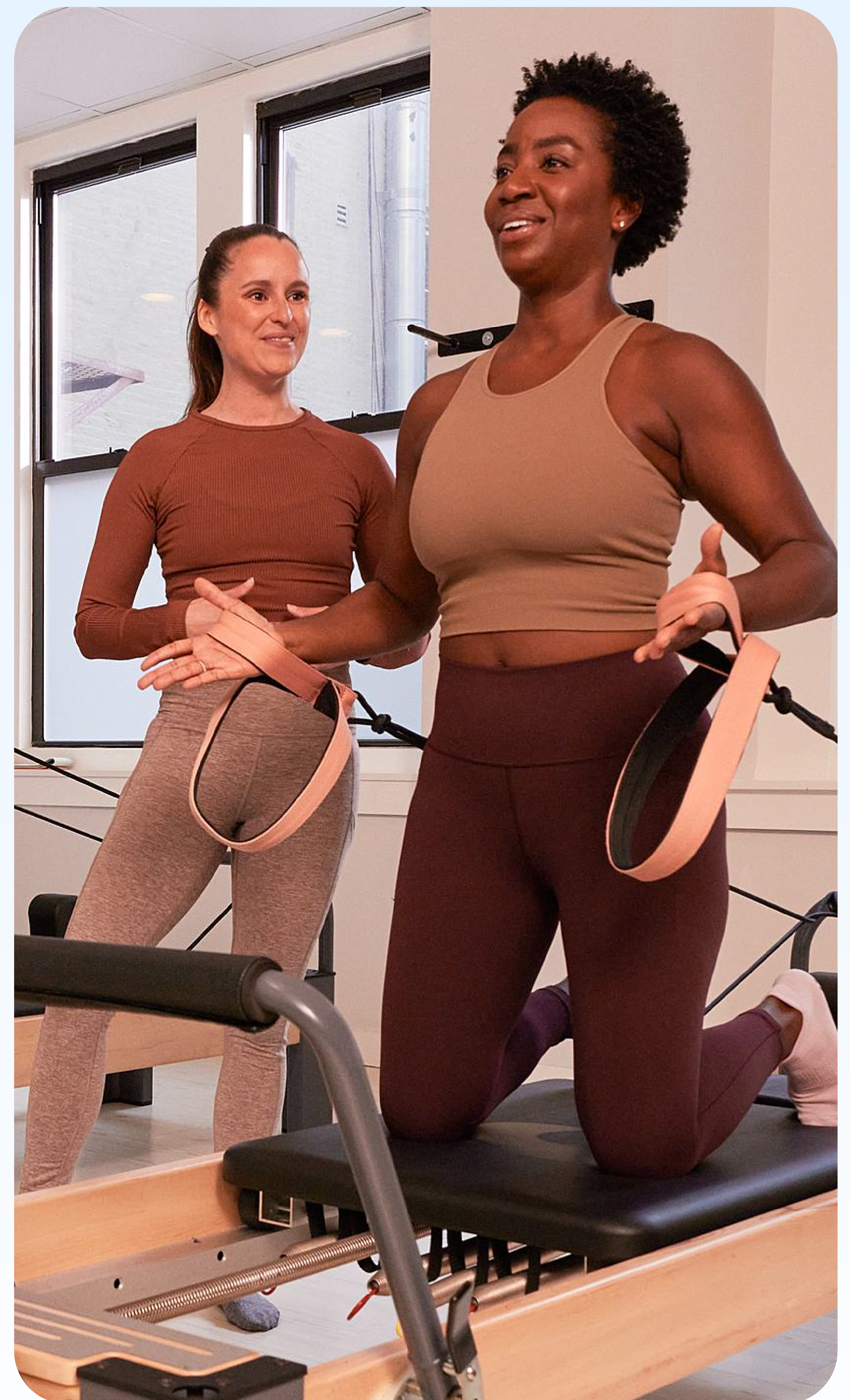
Yext employees wanted:

- A wider range of fitness and wellness offerings
- More affordable and flexible options
- Access to all inventory, regardless of plan
- ClassPass by name
- Greater geographical availability

Yext's HR team needed:

- Costs tied to employee engagement
- Transparent access to data
- A partner that supports a diverse range of businesses, particularly local and minority-owned enterprises
- Beyond a wellness stipend—a product that facilitates employees access to wellness options

Headquartered in New York, Yext recognized that fitness and wellness offerings could be costly. They needed a benefit that would offer a diverse range of wellness options while keeping expenses manageable for everyone involved.



“ We constantly explore ways to support our employees and meet their needs. We’ve frequently considered implementing a wellness stipend and many other benefits. However, we’ve realized that without providing a tool or resource to access wellness services, these benefits can easily go unused.

Laura Martin, Senior Manager of Global Benefits, Yext

“ The data has been extremely insightful. It allows us to understand and predict employee utilization patterns. Additionally, it provides valuable insights for our employee engagement programs, as we can see what our employees prefer in their wellness routines.

Laura Martin, Senior Manager of Global Benefits, Yext



The Solution

Yext aimed to make wellness more affordable and accessible for their employees worldwide. With ClassPass offering pricing options for different budgets, Yext implemented a program that meets both employee and business needs. The partnership also prioritized employee engagement from the beginning, ensuring everyone understood the platform and the way the program was designed.

The rollout has gone seamlessly. Employees were thrilled when Yext announced their partnership with ClassPass and eagerly signed up. They found it easy to start and book fitness and wellness experiences, regardless of their location. Employees love the variety ClassPass offers and the hassle-free way to try new activities. Yext's HR team also appreciates the ability to manage employee eligibility and track benefit usage through the ClassPass dashboard.

Why ClassPass works for Yext:

- ClassPass's clear, customized, and data-driven cost model
- Simple enrollment process and user-friendly experience
- Wide variety of offerings and partnerships with small businesses
- Affordable options for employees

EMPLOYEES LOVE THEIR CLASSPASS BENEFIT:

59% employee enrollment

Most Popular Bookings
Strength training
Yoga
Cycling

*All data as of June 2024.

Learn more about the ClassPass Corporate Wellness Program at classpass.com/corporate-wellness