

Class Capacity and Schedule Optimization

WORKSHEET

Your toolkit for improving class fill rates across
your schedule

PART OF THE ABC GLOFOX BOUTIQUE STUDIO TOOLKIT

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CHAPTER ONE

Why Utilization Is Your Most Important Metric

If you run a reformer Pilates studio, your revenue potential is closely tied to how many reformer spots you fill across the week. Unlike a large gym with open floor space, your classes have a hard cap, usually somewhere between 6 and 12 spots depending on how many reformers you own. Every empty reformer during class represents revenue opportunity you cannot recover once that session has passed.

This is why utilization, the percentage of your total available spots that are actually booked and attended, is one of the most important numbers in your business.

Utilization rate	Percentage of total spots booked over a given period
Fill rate	Percentage of spots booked for a single class
Capacity	Maximum attendees per class (equipment count)
No-show rate	Percentage of booked members who do not attend

If your utilization rate is below 85%, this worksheet will help you find out why and what to do about it.

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CHAPTER TWO

Mapping Your Current Schedule

Before you can optimize your schedule, you need a clear picture of what it looks like right now. Start by listing every class you offer in a typical week. For each one, note the day, time, instructor, class type, and capacity.

Weekly Class Map

DAY	TIME	CLASS NAME	INSTRUCTOR	TYPE	MAX SPOTS	AVG BOOKED	FILL RATE
Mon	6:00 AM	_____	_____	Reformer	---	---	___%
Mon	9:00 AM	_____	_____	_____	---	---	___%
Tue	7:00 AM	_____	_____	_____	---	---	___%
Tue	12:00 PM	_____	_____	_____	---	---	___%
Wed	6:00 AM	_____	_____	_____	---	---	___%
Wed	5:30 PM	_____	_____	_____	---	---	___%

! TIP

How to calculate fill rate: Divide the average number of booked spots by the max spots, then multiply by 100. Example: 8 spots, 6 bookings average = 75% fill rate.

Highlight lower-fill and higher-fill classes in different colors so patterns stand out quickly.



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CHAPTER THREE

Analyzing Fill Rates

90%+

FILL RATE

Star Classes

Consistently full, likely generating waitlists. Consider adding a second session.

70–89%

FILL RATE

Solid Classes

Performing well, room for improvement. Focus on filling the last few spots.

<70%

FILL RATE

Needs Review

Evaluate: wrong time, wrong instructor, wrong class type, or not enough demand?

What to Look For

- **Time of day:** Are low-fill classes at times when members are not available?
- **Day of week:** Some days naturally have lower demand
- **Instructor fit:** Is the instructor matched to that time slot?
- **Class type mismatch:** Advanced classes when most members are beginners?
- **Competition with yourself:** Two classes too close together, splitting demand?

Shifting low-performing classes to stronger time slots can often improve utilization.



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CHAPTER FOUR

Waitlist Management

When a class is full, your waitlist becomes your safety net against lost revenue. For reformer studios with limited spots, waitlist automation can play an important role in protecting utilization. With only 6 to 12 spots per class, even a single cancellation represents a significant percentage of your revenue for that session.

How Auto-Fill Works

- 1 A member cancels their 6:00 AM Monday reformer class
- 2 Your system automatically offers the spot to the first person on the waitlist
- 3 That person gets a notification and can confirm their spot
- 4 If they do not confirm in time, the spot moves to the next person
- 5 The reformer stays booked, your revenue stays intact

Waitlist Decision Guide

Avg Waitlist 0	Class not full, check if waitlist is enabled
1-2	Healthy buffer, auto-fill handles this
3-5	Strong demand, consider adding a session
6+	Significant unmet demand, add a class



"To have a system that's reliable, to be able to take some of the work off your plate and have some automations that make technology a great thing for you is so key."

Joy Bitonio

Owner, Komo Studio

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CHAPTER FIVE

Schedule Optimization Decisions

You now have the data: your fill rates, your waitlist patterns, and your underperformers. This section helps you turn those insights into concrete schedule changes. The goal is not to add more classes for the sake of it. It is to make sure the classes you run are in the right time slots, with the right instructors, at the right frequency.

The Five Optimization Moves

- 1 **Keep it** as is (performing well)
- 2 **Move it** to a different time or day
- 3 **Add** a new session to capture unmet demand
- 4 **Cut it** and reallocate instructor time
- 5 **Promote it** with special pricing to boost attendance

Time Slot Demand Heat Map

TIME SLOT	MON	TUE	WED	THU	FRI	SAT	SUN
Early AM	H	M	H	M	H	H	
Mid-Morning	M	L	M	L	M	H	H
Midday	L	L	L	L	L	M	M
Afternoon	L		L		L	L	
Early Evening	H	H	H	H	M		
Evening	M	H	M	H	L		

H = High demand (85%+) M = Medium (70-84%) L = Low (below 70%)

Instructor Utilization

Your instructors are one of your most important levers for class performance and member experience. How you schedule them directly impacts both your fill rates and your labor costs.

Instructor-Time Slot Fit

Some instructors are a natural fit for certain time slots. Early morning members might prefer a high-energy instructor, while a lunchtime class might attract members who want a focused, efficient workout.

INSTRUCTOR	EARLY AM	MID-MORNING	MIDDAY	EARLY EVENING
Instructor A	STRONG	OK	WEAK	OK
Instructor B	WEAK	STRONG	STRONG	OK
Instructor C	OK	OK	OK	STRONG
Instructor D	STRONG	WEAK	OK	STRONG

Cost-per-Class Analysis

Understanding your labor cost per class helps you decide whether an underperforming class is worth keeping.

Revenue per class = Average booked spots x Per-spot price

Profit per class = Revenue - Instructor pay

If a class is not covering instructor cost comfortably, review the time slot, instructor fit, or format.



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CHAPTER SEVEN

Pricing by Demand

Not all class times are created equal. Your 6:00 AM and 5:30 PM weekday classes likely fill up faster than your 2:00 PM Wednesday slot. Demand-based pricing gives members more choice while helping balance demand across the schedule.

PEAK

Consistently 85%+ fill rate. Consider a modest price increase.

STANDARD

70-84% fill rate. No price change needed.

OFF-PEAK

Below 70% fill rate. Offer a lower rate to attract bookings.

Tips for Rolling Out

- **Start small:** test with your 2-3 busiest classes first
- **Communicate the value:** frame as "book off-peak for a lower rate"
- **Give notice:** announce changes 2-4 weeks in advance
- **Revisit quarterly:** demand patterns shift with seasons



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CHAPTER EIGHT

Monthly Review Process

Optimizing your schedule is not a one-time project. Member habits change, instructors come and go, and seasonal shifts affect demand. Set a recurring date each month and spend 30 to 45 minutes reviewing the key metrics.

Monthly Review Checklist

DATA COLLECTION

- 1 Pull your overall utilization rate from your reporting dashboard
- 2 Compare to last month. Trending up, down, or flat?
- 3 Review fill rates by class. Re-sort into Star / Solid / Needs Review tiers
- 4 Check waitlist data: which classes had waitlists? How large?

ANALYSIS

- 5 Review no-show rate. Improved or worsened?
- 6 Check instructor fill rate averages
- 7 Review revenue per class. Any classes unprofitable?

ACTION

- 8 Decide on schedule changes for next month
- 9 Communicate changes to your team and members
- 10 Set a fill rate goal for next month

Quarterly Deep Dive

- Reassess pricing tiers
- Review instructor assignments
- Evaluate equipment needs
- Survey your members

What to Do Next

You now have the tools to understand exactly how your studio is performing, class by class, reformer by reformer, hour by hour.

1

STEP

This Week

Fill out the Studio Capacity Snapshot and the Weekly Class Map. Get your baseline numbers.

2

STEP

Next Week

Sort your classes into performance tiers and review your waitlist data.

3

STEP

Within 30 Days

Make your first schedule optimization decision, whether that is moving, adding, or cutting a class.

4

STEP

Ongoing

Run the Monthly Review Checklist on the same day every month.



See How ABC Glofox Can Help

ABC Glofox includes scheduling, waitlist, messaging, and reporting capabilities that can help support the workflows in this worksheet.

[Book a Demo](#)