Crossfit Dynamix

# The standout solution

### Affiliate Profile

CrossFit Dynamix is a thriving gym in New York City with more than 275 athletes and nine coaches. Owners Johnny Nice and Justin Cotler launched their facility as a crossfit gym 2012 and offer boxing and personal training in addition to daily strength and conditioning classes. The gym is committed to helping athletes achieve their highest potential, and its motto is *"Change your fitness, change your life."* CrossFit Dynamix has been a Wodify customer since 2015.

### Challenges

Johnny and Justin managed reservations and athlete performance with paper, pen and calculators scattered throughout the gym floor. The software they were using for inventory, reporting and forecasting was difficult to navigate and to use. They were looking for a single tool that could handle both back end management and customer-facing functions when they learned about Wodify at the 2014 NPGL games.

> *"Wodify is the Swiss Army Knife of gym management software. It does it all. Wodify has the best reporting features and is the easiest to use of all the products we've tried."*

Johnny Nice
**Crossfit Dynamix Owner**

## Solution

Johnny and Justin chose Wodify after evaluating other options. *"We wanted a product that offered financial management tools in an easy to use, attractive platform. Wodify has the best reporting features and is the easiest to use all of the products we've tried,"* said Johnny. And although the availability of Wodify's customer support was a deciding factor, he hasn't yet needed it.

When asked what his business would be like without Wodify, Johnny said, *"I don't want to think about that! You'd probably see us still using notebooks, crumpled paper, and broken pens on the floor mats with ink stains. You'd see us using various spreadsheets with monthly transactions, inventory lists and random sticky notes with leads. I can tell you one thing: at one point, we had a dozen calculators for determining weight percentages. With Wodify, all of these headaches are gone!"*

Johnny was impressed with how quickly he could transition his business and his athletes online. *"Our move to Wodify was smooth, and the timing faster than we expected. I don't think there was a single billing hiccup. We set up our kiosk, sent our coaches the training videos, and notified our members."*

Of all of the Wodify's features, Johnny relies most on the reporting. He says, *"The monthly reporting is solid! The easy-to-read bar graphs and pie charts help us to analyze our entire business, ranging from class popularity, revenue by category and merchandise. All of our income is reported through Wodify by revenue type and goes straight to our accountant using the Excel integration."* And because they are no longer crunching numbers or organizing data, his coaches have more time to help their athletes reach their goals.

The owners have found that Wodify helps their box be competitive and build its community. Johnny demonstrates the product to new athletes, describing it as, *"...our custom performance tracking software for your daily results and lifts. It provides us with insight on how we are performing as a community in an effort to elevate our level of athleticism."* He says Wodify also helps him make a great first impression with potential members. *"Most are coming from a 'globo' gym where a service like this is simply unheard of. Wodify shows that you genuinely care about individual performance,"* he said. The whiteboard encourages social connection between members and coaches as well.

Wodify has also helped grow their box. The WodiFind feature enables athletes to locate Wodify gyms in the area with their mobile device. Johnny has said that several drop-ins have become members. Moreover, the ability to send emails and texts to potential members has enabled him to stay top of mind.

When asked to sum up why a gym owner should use Wodify, Johnny said, *"Wodify is the Swiss Army Knife of gym management software. It does it all."*

## Benefits

1. Monthly reports;
2. Coach time optimizer;
3. Insight on athletes and gym performance;
4. Community building through whiteboard;
5. Mass communication tools to engage with athletes.

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Johnny Nice
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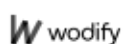
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