Crossfit Mayhem

Software to attract and retain athletes

Affiliate Profile

Rich Froning Jr., three-peat CrossFit Games Champion opened CrossFit Mayhem in September of 2012. What many people may not know is that Yvette Clark, Rich's right hand man, managing the day to day operations for him. Given Rich's celebrity and the box's vicinity to local colleges, Mayhem attracts a very dynamic group of athletes and is often a destination box for elite athletes and Level One certifications.

Challenges

Initially, athlete data, membership details, and billing information was manually tracked on Excel spreadsheet. This was very time consuming and left them vulnerable to athletes slipping through the cracks. Focused on continually growing the box and retaining existing athletes, Yvette searched for a software solution that could provide value for both her coaches and athletes while easing her personal workload.

> *"I can't imagine using three different pieces of software when one does it all."*

Rich Frowning Jr.
Crossfit Mayhem Owner

Solution

CrossFit Mayhem built their operations on Wodify's all-in-one solution. The Wodify team worked closely with Clark to import existing athlete information, set-up class schedules and member plans, integrate with Mayhem's website and train owners and coaches on the system. With Wodify, Clark is able to add value for her athletes and coaches. Clark reflects, *"Athletes fell in love with Wodify as soon as we installed it, they became so engaged in tracking their performance."*

Athletes were no longer guessing how much weight to put on the bar because they are able to look up percentages and view their performance history with a click of a button. At Mayhem they bring in approximately 30 new athletes a month. Coaches are more informed and know their athletes through their performance history and coachboard.
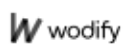
Wodify assists Yvette with managing the box but what she really loves is the dashboard and reports that give her a quick picture of the athletes, attendance and financial health of the box. Focusing on athlete retention and growth, Yvette and her coaches are able to leverage the reports in Wodify to proactively identify if an athlete's attendance is beginning to drop, or if an athlete is at risk of leaving the box before they are lost member.

Benefits

1. Box runs more efficiently;
2. Better athlete experience;
3. Empowered coaching staff;
4. Increased athlete engagement ;
5. Automated business processes;
6. Increased ability to track memberships.

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Rich Frowning Jr.
Crossfit Mayhem Owner