



Image source: CrossFit Games

Crossfit Mayhem

Software to attract and retain athletes

Executive Summary

As Rich Froning Jr.'s notoriety and signature box, CrossFit Mayhem, have grown, the 6-time CrossFit Games champion has come to rely on Wodify, an all-in-one solution that can adapt and grow at the same pace. CrossFit Mayhem now enjoys streamlined financial operations, automated business processes and specialized features that keep the business on the cutting edge.

“I can’t imagine using three different pieces of software when one does it all.”



Rich Frowning Jr.
Crossfit Mayhem Owner

About CrossFit Mayhem

Rich Frowning Jr., considered the most accomplished CrossFit athlete of all time, is the owner of CrossFit Mayhem in Cookeville, TN. Managed by Level 2 trainer Yvette Clark, the box attracts a highly dynamic group of athletes and is considered a “destination” gym. Since opening in 2012, CrossFit Mayhem has expanded their gym’s offerings into a host of specialized programs powered by Wodify, including “What’s Rich Doing?” an online subscription service that allows athletes to experience his legendary training regimen on a daily basis.

Challenges

Mayhem’s former business management system relied on Excel spreadsheets to track membership and billing information. It was antiquated, time-consuming and left their business vulnerable to inaccuracies. Clark initially searched for a software solution that allowed the box to focus on growth, retention and adding value for her coaches and athletes.


Five years later, CrossFit Mayhem’s goals and direction have evolved. Their reliance on robust software hasn’t changed, but new demands like appointment scheduling, retail sales, 1-1 coaching and online programs have emerged.

The Solution

Wodify has helped CrossFit Mayhem stay current with the fitness needs of their community. The Wodify team worked closely with Clark to import existing athlete information, set up class schedules and membership plans, integrate with their website and instruct owners and coaches on the system. Wodify’s dashboard and reports now provide her with a quick picture of attendance and the financial health of their box.



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As Mayhem grew, Wodify adapted to their needs. Along with developing an appointment system that seamlessly integrates into the core software, Wodify also powers their unique corporate wellness and remote coaching programs such as “What’s Rich Doing?” and the “Driver Wellness Program” aimed at truck drivers who sit for more than eight hours on the road.

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Rich Frowning Jr.
Crossfit Mayhem Owner

Results

Wodify has helped CrossFit Mayhem streamline their operations and stay ahead of the curve. “I can’t imagine using three different pieces of software when one does it all,” says Frowning.

Clark has also been able to add value for her athletes. With instant access to performance history, coaches and athletes are much better informed. “Athletes fell in love with Wodify as soon as we installed it. They immediately became engaged in tracking their performance.”

Because every box is different, Wodify’s ability to meet the specific demands of owners makes it an essential piece of equipment.



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