



Image source: CrossFit 1Force

CrossFit 1Force

An Indispensable Tool for Growth

Executive Summary

CrossFit 1Force was in need of a software solution that could keep up with the demands of a rapidly growing business. Wodify is the one tool that can handle the job, managing all financial and membership data, and taking pressure off the owners, even as membership thrives.

“My box would not run efficiently without Wodify.”



Jesse Crespo
CrossFit 1Force Owner

About 1Force

CrossFit 1Force is a well-established box in Deptford, NJ, owned by Jesse Crespo and Erin Kelly. The husband-and-wife team grew their business from 19 members to several hundred in just two years, including some of the most competitive athletes in the area. For four years, they have relied on Wodify to keep everything in their 10,000 sq/ft. facility running smoothly.

Challenges

Crossfit 1Force was a victim of its own success. It exploded into a flourishing business before Crespo and Kelly had an effective way to manage their memberships and financials. They were in need of scalable processes that could grow at the pace of their business, and better enable them to focus on coaching, training, and inspiring athletes.

Additionally, as new parents whose free time was precious, they also needed an easy-to-use system that would make technical features such as credit card processing, online communication, and athlete tracking more efficient.


Solution

Crespo and Kelly seamlessly migrated their business operations into Wodify and had all of their athletes entered into the system within a few days. “There is great value in using Wodify,” says Crespo. “It’s cost efficient because it consolidated all the separate tools I was using at the time.”

Wodify allows CrossFit 1Force to be run from a single site, lessening the burden



For more information on how to run your business with a streamlined tool, please visit [wodify.com](https://www.wodify.com).



on the owners. From payroll and retail, to class scheduling and lead management, everything comes from the same source. Another key benefit of Wodify, according to Crespo, is the actionable data provided by the system's Reporting feature. "In just a few clicks, I can see the health of my business at 30, 60 and 90 days and adjust what I'm doing, as needed."

CrossFit 1Force also enjoys great rates through Wodify's merchant system. Their bottom line increased over 18% in the first month, following the launch of the Wodify payment feature.

"The unlimited product support is great. When I call Wodify's team, I know I'll get the help I need."



Jesse Crespo
CrossFit 1Force Owner

Results

For Jesse Crespo, the value of Wodify is simple. "My box would not run efficiently without Wodify. The reporting tracks receivables, retail sales, athlete performance, member attendance and more. Without it, I would not know my business or its potential for growth."

Knowing they can always get help from Wodify's support team when needed is also a great benefit and allows the duo to spend more time with their son. Crespo says, "The unlimited product support is great. When I call Wodify's team I know I'll get the help I need from folks who are product experts and who know the CrossFit business inside and out."



For more information on how to run your business with a streamlined tool, please visit [wodify.com](https://www.wodify.com).

