CrossFit Dynamix

The Standout Solution

Executive Summary

With over 275 athletes and nine coaches, CrossFit Dynamix is a thriving gym committed to helping athletes achieve their highest potential. Owners Johnny Nice and Justin Cotler launched their facility in 2012 and now offer boxing and personal training in addition to daily strength and conditioning classes.

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CrossFit Dynamix

About Dynamix

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Challenges

Nice and Cotler found themselves in the same situation as many box owners looking to grow and succeed: their management software was insufficient and their athlete tracking methods were out-of-date.

Before Wodify, CrossFit Dynamix used Mindbody Online for their inventory, reporting and forecasting. However, the owners found the software difficult to navigate and use. Additionally, the duo managed reservations and athlete performance with pens, paper, and calculators scattered throughout the gym floor. They needed a single accurate and efficient program that could handle both back-end management and customer-facing functions to help set their gym apart.

Solution

Nice and Colter chose Wodify after evaluating their other options. They wanted a product that offered financial management tools in an easy-to-use, attractive platform. Customer service and support were also high priorities. "Wodify is the easiest to use of all the products we've tried," said Nice.

Because New York City is so competitive, Wodify helps make a good first impression with potential members due to its ability to track individual

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performance. "Most [people] are coming from a 'globo' gym where a service like this is simply unheard of," says Cotler. Coaches can stay on top of each member's progress to insure that they are reaching their goals. The Whiteboard feature also reinforces this idea by encouraging social connection and friendly competition.

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Results

Implementing Wodify was easy and the owners were impressed with how quickly they could transition their business and athletes online. "We set up our kiosk, sent our coaches the training videos, and notified our members," said Cotler. "I don't think there was a single billing hiccup."

Of all that Wodify does to benefit CrossFit Dynamix, Monthly Reporting is the most crucial feature. Easy-to-read bar graphs and pie charts give Nice and Cotler a snapshot of their gym's status. These reports help them quickly and accurately analyze different pieces of their business, from attendance and class popularity, to multiple revenue streams like merchandise and personal training. Income reports are sent directly to their accountant, freeing up more time for them to coach and encourage their members.

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