



Image source: @nickdavis_rva

CrossFit Rife

Inspiration made easy

Executive Summary

After enduring less-than-helpful experiences with the customer service department at Mindbody Online, as well as having difficulties using the software, CrossFit Rife decided to go with Wodify to power its gym.



“When I started looking for new software, I was looking for something built for a CrossFit gym and super easy to use. Wodify was perfect for me.”



Jason Fernandez
CrossFit Rife Co-Owner

About CrossFit Rife

CrossFit Rife hosts about 180 active members and five coaches in a 6,000 sq/ft. facility located in Virginia Beach, Virginia. Owner Jason Fernandez is dedicated and passionate about investing time into his members and paying forward all of the opportunities he received and achieved as an athlete.

Challenges

CrossFit Rife’s experiences with Mindbody Online’s customer service were disappointing. According to Fernandez, every call provided a short-term solution, but would eventually necessitate a call-back. “The software was so robust, I had to be on the phone with them once a week to figure out how the system worked. It was not built for a CrossFit gym. The ability to hand off some of the work I needed to do to a staff member was impossible.”


Staying on top of financial transactions and attendance also proved frustrating. “The reason I had so much trouble with Mindbody Online was because the dashboard was never accurate.”

Solution

Fernandez needed a software solution that didn’t require hours of troubleshooting or customer service calls. “When I started looking for new software, I was looking for something built for a CrossFit gym and super easy to use. Wodify was perfect for me.” He continued, “It takes all of five minutes for someone to figure it out. If I can’t teach it to a 20-year-old, I’m done. With Wodify, everything I wanted was on the same system.”



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



With Wodify's Dashboard and Reporting features, CrossFit Rife is now better equipped to monitor trends and membership at the gym, without having to deal with customer service. "When I look at Wodify, I know where the revenue is shifting and the successful transactions. I'm on top of failed transactions for people whose payments are not going through."


Attendance accuracy has gone way up because our members are so interested in posting their scores.



Jason Fernandez
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Results

For CrossFit Rife owner Jason Fernandez, the proof is in the numbers. "We made the transition to Wodify and grew 100% in 2016, and we plan to grow another 40% this year." He also said that he could not live without the financial reports and the Dashboard because they are integral to running his business. The simplicity of Wodify has also had a positive on membership, which in turn benefits the gym. "Attendance accuracy has gone way up because of the fact that our members are so interested in posting their scores."



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