

JABZ BOXING | 13 LOCATIONS | PHOENIX, AZ

How Jabz Boxing Uses AXLE to Level Up Their Customer Journey

Challenge

Jabz Boxing, based in Phoenix, Arizona, is not your typical boxing gym. The brand offers an inclusive space for members to enjoy boxing for fitness—without intimidation. As their community has grown, their need for a streamlined customer journey has too.

Solution

Mindbody's partnership with AXLE has proved crucial for Jabz Boxing. The CRM platform focuses on both lead and retention management by providing comprehensive data and tools to run the business more efficiently. It also powers their punch tracking technology system, Jabz K.O., and will soon integrate with the AXLE branded app. Leveraging client insights, franchisees can better customize the customer experience—both inside and outside of the studio—all within one consolidated platform.



"AXLE allows our franchisees to understand our clients' journey that brought them to Jabz Boxing in the first place. That includes collecting information about the client and prepping them for their first class before they even walk in the doors. The platform allows us to contact clients to have an authentic conversation, connecting them to us and our brand. Franchisees are able to customize that first visit experience and properly match a membership purchase that is tailored to that client's unique goals and needs."

— Artemis Benedetti, Chief Operating Officer at Jabz Boxing

Results (Since launching AXLE branded app and CRM in April 2022):

1,000 New customer bookings

4,800 Leads captured monthly