

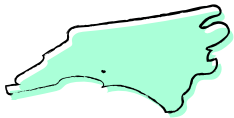
Case Study

Burn Boot Camp + MINDBODY

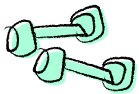
mindbody

About the Business

burn boot camp®



Headquartered in
Huntersville, NC



Industry: Fitness



Number of locations:
234 locations in 38 states

How Burn Boot Camp leverages MINDBODY to engage new members, securely and at scale

While Burn Boot Camp opened a whopping 234 locations in 38 states in just four years, the brand started with much humbler beginnings.

Before taking off as a fast-growing franchise, Devan Kline and his co-owner, COO, and wife Morgan, initially hosted camps in a local parking lot in Huntersville, North Carolina.

The concept grew and the Klines realized that they had an opportunity to grow and create something unique in the fitness market. Since then, Burn Boot Camp has excelled at bringing their concept to new markets and maintaining growth. In order to support this vision and its impressive growth, the Burn Boot Camp staff has trusted MINDBODY since 2013.

The Problem

Scaling a business rooted in individual client attention

Part of the Burn Boot Camp vision is focusing on the needs of each individual—this means that Burn Boot Camp staff begin having one-on-one intake focus meetings with new members as soon as they walk in the door. These meetings focus on what the member wants to achieve, their background, and any motivations they may have. By focusing on the individual, Burn Boot Camp is able to scale its offerings for everyone. This process allows the trainers to customize the experience for each member from modifying the workouts to reminding them of their motivations when camps get hard.

But how do you scale that individualized approach as members and gyms continue to grow? How do you do it across geographic regions while maintaining data security?

“But how do you scale that individualized approach as members and gyms continue to grow?”



The Solution

Using MINDBODY to scale while maintaining the human connection

After building up the brand and kicking off franchising efforts in 2015, Burn Boot Camp saw substantial growth as more locations and members embraced the company's mission. And while the business grew in locations, MINDBODY enabled them to keep their operations staff small. When Burn Boot Camp IT Director Jason Grosso joined the team in 2018, there were only 20 employees at its headquarters. As brand growth continued, however, Grosso recognized certain barriers to scale could be solved with a fitness software solution and knew Burn Boot Camp could rely on MINDBODY.

Scalability was important to Burn Boot Camp's solution—the organization needed a way to easily manage its quickly expanding locations and membership base without sacrificing the client experience.

"We started using MINDBODY shortly after the business started," Grosso said. "Burn Boot Camp was looking for a solution to manage our membership base, clients, and contracts, but also something that could scale. Even then, we envisioned Burn Boot Camp growing to 2000 plus gyms and going international. With that vision, we wanted to find the best product on the market

that could deliver on that. We've leveraged MINDBODY to scale ever since."

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–Jason Grosso, IT Director

The Results

Consistent customer experience, regardless of location

As Burn Boot Camp continued to expand its locations and reach more members, the business knew that it was imperative that the customer experience was unified across locations. To do this, they utilized MINDBODY's API to customize software functionality into the Burn Boot Camp website allowing a prospective member to sign up for a 14-day trial, regardless of which location they were interested in. Instead of having to find each location's website, new members are able to select a location from a drop-down list on the intake form. And, if those customers convert from a trial to membership, they are able to do camps at any Burn Boot Camp location, with the help of MINDBODY's cross-regional site functionality. This functionality also allows for Burn Boot Camp to run centralized marketing campaigns, including promotions and voucher sales for every gym in their network.

And the best part? All of this can be done securely with MINDBODY's built-in security features; Burn Boot Camp customers' personal information is continually protected.

"We heavily leveraged MINDBODY to securely capture each person's information, and securely transact in a PCI-compliant environment," Grosso said. "That allows our prospective members to have peace of mind that their PII is secure, that the transaction

is secure and that the right information is getting passed over to that gym location. Then, when they walk into that gym, they can immediately start. The goal is that they become a lifelong member and raving fan of Burn Boot Camp."

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From configuring software across regions to ensuring secure and compliant transactions, MINDBODY helps Burn Boot Camp do it all. Reach out to us at [MINDBODY](#) to learn more about this brand's success, and how we can support your fitness business.

Interested in owning a Burn Boot Camp Franchise? [Request information.](#)