



# How BodyWorksWest modernised using MINDBODY

★ **Business Name:**  
BodyWorksWest

📍 **Location:**  
London, England

⚙️ **Industry:**  
Fitness

🏠 **Number of Locations:**  
1

BodyWorksWest is an exclusive boutique health club in the heart of London's Notting Hill.

Once a school gymnasium, and later a collection of squash courts, the gym and spa is now a cutting-edge fitness facility. Offerings including Pilates reformer classes, personal training, a pool, spa, and lounge, make it an oasis in busy central London.

As a MINDBODY customer for the last four years, BodyWorksWest staff take advantage of an array of the software's features to make life at the club easier for themselves and their members.

## The Problem:

### Out-of-date software

BodyWorksWest's old software suite wasn't doing the job efficiently.

"[We were] originally using a really old system, and wanted a booking system with integrated payments," says Jeremy Allen, the club's general manager. "Before we used MINDBODY, we had a separate system for bookings and payments, which was really difficult to manage."

After searching the software market, MINDBODY stood out as the best, Allen adds.

**"From 2017-2018, personal training revenue increased 40%."**

Jeremy Allen, Owner, BodyWorksWest

## The Solution:

### Switched to MINDBODY

In addition to marrying booking and payments into a single system, the switch to MINDBODY helped BodyWorksWest on a number of other fronts.

The club's tracking, retail, and member services all benefit from aspects of the software.

## The Results:

# The modern health club

"The MINDBODY system helped [us] both achieve that result, as well as enabling us to track it," he says.

Reports show Allen how much revenue and how many clients any given personal trainer brings in. And in Pilates, how much capacity classes are filling to, and how much revenue comes from members and non-members.

BodyWorksWest also sells merchandise ranging from supplements to water and clothing.

"The ease of use is great for reception, especially the [software's] retail button," Allen says. "That helps with stock levels, re-ordering, and driving additional revenue."

For members, MINDBODY's ability to send appointment reminders is helpful, Allen notes. "It's great for increasing show rate and driving revenue," he says.

For this smart club, the future with MINDBODY looks bright.

*If you're ready to reach your goals in the fitness and wellness industry, MINDBODY is here to help. [Reach out today.](#)*



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