



## How MINDBODY Helped Jabz Become a Fitness Knockout

★ **Business Name:**

Jabz

📍 **Location:**

Scottsdale, AZ

⚙️ **Industry:**

Fitness

📍 **Number of Locations:**

24

Walking into a boxing gym can intimidate most women for a number of reasons—most obviously because of the saturation of men there.

But, with locations sprinkled around the Phoenix area and a number of franchises popping up in the rest of the U.S., Jabz successfully gives women a fitness studio that allows every member to feel comfortable, confident, and motivated with a workout proven to produce results.

**The Problem:**

**Too many locations, not enough time**

The concept behind Jabz is a unique one—it's near and dear to the heart of CEO and co-founder Kimberlee White. As a dedicated athlete, she noticed the void in the fitness market for a boxing gym that created a safe space for women.

"It can be intimidating for women to be in a boxing class when it's predominantly men who attend. So we created a prototype of a ring in a warehouse and just started inviting women to test out our concept," White says.

Much to her surprise, her concept took off. Since its founding in 2012, Jabz has rapidly expanded to 24 locations.

But with a popular concept comes more work, and White knew she would need extra help behind the scenes to support her business.

**It's been extremely easy to teach my staff and franchisees how to use to the reporting features in MINDBODY and how to benefit from the branded mobile app.**

Kimberlee White, CEO and Co-founder, Jabz

## The Solution:

### **MINDBODY software and the Branded Mobile App**

Within six months of opening the doors on her first studio, White realized she needed to incorporate MINDBODY into her business plan.

"In the beginning, we kept track of customers in a handwritten appointment book. As we grew, we discovered this method wouldn't serve us well for very long."

Even though other business management software options are available, White knew she wanted her business to be part of the MINDBODY family. She added it in 2012.

"Having MINDBODY is like having this super-powerful secretary to help run your business, but it's significantly cheaper than

paying someone a salary to do the work.”

In fact, White tells her franchisees to start with MINDBODY from day one since it makes day-to-day tasks, like scheduling and running reports, so easy.

“It’s been extremely easy to teach my staff and franchisees how to use to the reporting features in MINDBODY and how to benefit from the branded mobile app.”

White has also succeeded with MINDBODY’s branded mobile app. It helps her fine-tune her business offerings to cater to certain demographics—especially the younger clientele that represents a significant portion of her client base.

“We have a lot of customers who prefer to book classes on their phones, and the app helps make signing up for class convenient and simple.” Offering her clients that type of convenience has caught on. Roughly 85% of all Jabz bookings come through its branded mobile app.

The perks don’t just benefit her customers, as a franchisor, she’s able to instantly access corporate reports across all 24 locations in just a click of a button. Having this level of visibility enables her to keep tabs on the health of all of her locations.

“Until December of 2018, all of our locations were in Arizona, but after expanding to New Jersey and Pennsylvania, being able to remotely access individual franchises has been great.”

**I can’t say enough about the benefits of having the app. It’s intuitive for our clients— and we’ve recently started using it to promote events across all of our franchises, which we’ve seen success with.**

Kimberlee White, CEO and Co-founder, Jabz

## The Results:

# A well-equipped business ready to reach even greater heights

Developing a niche fitness franchise is hard enough within itself, but with MINDBODY and the branded mobile app in place, White and her team focus on building deeper connections with clients rather than being inundated with the logistics of owning a business.

"I can't say enough about the benefits of having the app. It's intuitive for our clients— and we've recently started using it to promote events across all of our franchises, which we've seen success with.

"Another one of my favorite things about the app is the ease-of-use. It was easy for myself and my staff to learn, and training a new franchisee never takes more than 20 minutes."

By integrating MINDBODY's fitness management software and utilizing the branded mobile app, White and her arsenal of franchisees can interact with clients more conveniently than ever, all while increasing revenue and visibility.

"I originally went with MINDBODY in 2012 because I was familiar with the product and trusted it. Seven years and 24 locations later, I am very happy with where MINDBODY has taken us."

If you're looking to maintain positive customer relationships and grow your client base, MINDBODY is ready to support you.



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