



Studio PP leverages MINDBODY to support premium performance

★ **Business Name:**
Studio PP

📍 **Location:**
South Yarra, VIC

⚙️ **Industry:**
Fitness

📍 **Number of Locations:**
1

Studio PP brings a luxe and unique experience to the traditional wellness studio. Based in South Yarra, Victoria, Australia, [Studio PP](#) and its owner, former Olympian Stephanie Prem, aim to support clients in becoming the best version of themselves, both on and off the mat.

Prem and her team strive to create an atmosphere in which their clients aren't just a number and where staff members are able to take a true, 360-degree approach to wellness, through a focus on balance, lifestyle, and function. In order to support this one-stop-shop approach to boutique wellness services, Prem and her Studio PP team rely on the tools and technology of MINDBODY.

Recovery leads to a new journey

A former Olympic snowboarder, Prem experienced a catastrophic back injury after missing the landing on a 60-foot jump at the 2010 World Cup finals in Italy. In 2013 after her recovery, Prem opened Studio PP (with the PP standing for Premium Performance), where she and her staff offer an array of wellness and fitness services, including personal training, boxing, barre, HIIT, pre- and postnatal Pilates and yoga, and more.

"I get to coach some very inspirational people as well as work alongside some amazing women," Prem told [Women's Health](#).

I absolutely love being able to help people achieve their health and fitness goals.

Stephanie Prem, Owner, Studio PP

A prime focus on clients

From the initial opening of Studio PP, Prem and her staff have leveraged MINDBODY, thanks to the ease of use and industry-leading tools for wellness business owners. Even as Studio PP grew, MINDBODY was always able to keep pace with users' needs.

Prem and her employees use MINDBODY for an array of purposes, including to create class bookings and manage appointments for clients as well as to process all payments. And thanks to MINDBODY's auto payment processing feature, staff members are able to focus on the clients and their needs, with the knowledge that client contractual payments are always on schedule.

"We love how easily MINDBODY processes those autopays," said Studio PP manager Kiki. "We use the system to send automatic emails which takes a lot of stress off our staff."

In addition to eliminating time-consuming steps for client contract outreach, the Studio PP team also uses MINDBODY to provide internal visibility within the business.

"We utilize so many of the reports," Kiki said. "They make it so easy to pinpoint what is and isn't working within the business."

Enabling strategic growth and client retention

With MINDBODY on their side, Prem, Kiki, and the Studio PP team have been able to focus their expertise and efforts on expanding the brand and providing services to a wider range of clients.

"We owe so much of the growth of our business to MINDBODY; it has been the absolute backbone," Kiki said.

It has enabled clients to click a few times on their phones, and, all of a sudden, we have a new client, and they have a new studio.

Kiki, Studio Manager, Studio PP

From this initial interaction, MINDBODY ensures the Studio PP team has all the tools it needs to support retention and encourage customer loyalty.

"The marketing and retention tools then enable us to keep these clients coming through our door," Kiki said. "They then simply move from the intro offer onto an autopay, and the wonderful relationship between the studio and the client flourishes."

To find out more about MINDBODY and how our solutions can benefit your fitness and wellness studio, [connect with us today](#).



To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at au.mindbodyonline.com/business-software.