

Case Study

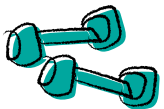
Shred415 + MINDBODY

About the Business

SHRED415



*Headquartered in
Chicago, IL*



Industry: Fitness



Number of locations: 29

Shred415, like a lot of great gyms, was founded for a simple reason: It scratched an itch for the owners.

"Bonnie and I were both working in the fitness industry," said Tracy Roemer, who co-founded Shred415 with partner Bonnie Micheli in 2011. "And we kind of lost our fire within us to get out of bed every day to go work out the way that we used to before we had our children."

They were bored. Their bodies weren't changing the way they wanted them to with the workouts that were available in Chicago.

So, the two developed a high-intensity interval training (HIIT) class called Shred415, a workout made up of four fifteen-minute intervals, alternating between the treadmill and functional training exercises.

It was a hit. Within a few years, the two had opened a second location, and by 2014 they hired a corporate team and set even more ambitious expansion goals via franchising, which they began in 2017. As MINDBODY customers since day one, Micheli and Roemer turned to the software team and again for useful features as the business took off.

The Problem

Tracking results for a multi-location business

With Shred415's explosive growth—29 open studios and about 70 more on the way—the company's leaders are working hard to keep the pedal to the metal.

That means expanding from the company's birthplace in the Windy City west to San Francisco and Seattle and south to Atlanta and Miami, including plenty of gyms in between.

Managing all of those locations—while pushing marketing campaigns to get the word out about the business—would be impossible without MINDBODY's help, Micheli said.



The Solution

MINDBODY's reporting tools and business app

"It definitely saves us time and helps us with growth," Micheli said of the cross-regional reporting ability in their MINDBODY software.

The report helps Shred415's founders and corporate teams track sales and track clients as they use packages and gift cards purchased at any studio location across their network of franchisees.

"We could not have that level of detail with the client and where they're going without those reports. So I think that level of reporting is very helpful on a global basis across all the studios," she added.

Additionally, MINDBODY's business app—which allows studio staff to track the business's progress and sales from anywhere—provides a huge advantage, Roemer said.

"I use the business app every day," Roemer said. "Just to see what sales are like at every studio. It's just another easy way for us to look."



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The Results

Controlled growth

The reporting tools and business app are just two of the latest features Roemer and Micheli find useful. Since the start, MINDBODY's point-of-sale solution—a rarity in software packages in 2011—has been a go-to for the company.

"It's so awesome to have people go online and just buy a package," Roemer said. "I know that's commonplace today, but back then it wasn't."

And the software isn't just functional for the founders. Everyone uses MINDBODY, from the top on down in the organization.

While Roemer, Micheli, and the rest of the corporate team look at the cross-regional reporting data, managers review location-level data.

Instructors—Roemer and Micheli both still teach classes—use the business software to check in on attendance and see who's coming to class. Finally, clients can find and book classes on the MINDBODY app right from their smartphones.

Shred415's owners have the company on an upward trajectory. MINDBODY's software helps to keep them on a stable course.

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Story Summary

Shred415 started when Tracy Roemer and Bonnie Micheli needed to combat fitness burnout.

So, they knew that they needed a business management solution that would help them focus on keeping their workouts fun and engaging, and not spending time fighting technology.

With MINDBODY, the team at Shred415 is able to see data at the location and franchise level, allowing them to stay focused on what matters.



With MINDBODY, Shred415 is able to check in on the business, no matter where they are.



As Shred415 grew, so did its software needs. MINDBODY scaled with them, allowing them to expand and franchise without switching software vendors.