MARIANA TEK.

CASE STUDY

The Barre Code

How this franchise network of boutique
fitness studios leveraged Mariana Tek
and BrandBot's technologies to give them
the edge and the efficiency that Mindbody
couldn't provide.

The Barre Code—which is corporately founded in Chicago—is a franchise network of boutique fitness studios. The company has over 45 locations across the nation, with a strong presence in the midwest.

The studios offer barre, bootcamp, and a class they call "Brawl"—a kickboxing-style workout. The classes are all centered around the idea of women empowerment and body positivity, so the member base is mostly female.

The Barre Code, which just celebrated its 10th anniversary, knows what it takes to thrive in the highly-competitive fitness industry: robust and user-friendly tech for both the staff and the members. And that's where Mariana Tek and BrandBot came in to save the day.

MARIANA TEK.   The Barre Code®

The Barre Code needed a technology upgrade to optimize performance and remain competitive in the industry.

There's an App for That

The most important upgrade, and the primary reason that The Barre Code made the change from MindBody to Mariana Tek, was the branded app.

In the fitness industry, it's becoming increasingly necessary for studios to offer their clients a branded application where they can do things like track performance, celebrate milestones, and share their fitness wins on social media. Mindbody didn't offer this important component, so the corporate staff at The Barre Code went searching for a platform that did.

CRM Frustrations

The staff was overwhelmed by the number of different platforms they employed in order to operate. Prior to using BrandBot, The Barre Code used Emma and Zipwhip (among others) for customer relationship management. This fragmented approach meant that they needed to become experts in several different platforms—a less than efficient approach to CRM.

45+ Locations Means 45+ Individual Reports

The corporate staff at The Barre Code got tired of going into 45+ Mindbody sites to pull reports. They needed globalization, a way to operate all of these individual franchises as if they were one.

With all of these challenges, The Barre Code decided not to renew with Mindbody.

Instead, they came to Mariana Tek and integrated with BrandBot, to help them get the technology they needed to be competitive, to be effective, and to operate within their franchise network with ease.

Mariana Tek set up The Barre Code with their very own branded application. Now, members of The Barre Code can:

- Explore the schedule.

- Book classes.

- Celebrate workout achievements (and share them with friends!).

- See which—and how many—instructors they've taken.

- Keep track of how many Barre Code studios they've been to.

Fragmentation, Be Gone!

Gone are the days when The Barre Code needed to use several platforms to achieve their CRM goals. With BrandBot, they've got an all-in-one marketing communication platform.

And the corporate staff at The Barre Code loves that BrandBot easily and seamlessly integrates with Mariana Tek. So when, for instance, a new client takes their first Barre Code class, BrandBot pulls that data from Mariana immediately. The Barre Code can then send a "Congrats on your first Barre Code class!" email right after the class is over—an important step to conversion and growth.

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> When clients hit milestones, you can share that with friends on social media and celebrate themselves. We use social channels like Instagram and Facebook quite a bit. It's cool that our clients can share their milestones, like class count and things like that directly to social media. I think it's awesome!
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> "
>
> –Kylie Less, The Barre Code

> A feature that is a huge time saver for us is BrandBot's smart segments, since it's constantly pulling member data from our gym management software, Mariana Tek. I just don't have time to make a member segment manually, so that is a huge time-saver and incredibly efficient between the two platforms. That feature excites me so much - I think it's great!

–Kylie Less, Manager of Business Performance at The Barre Code

Globalization

A franchise network—like The Barre Code—needs to have technology in place that solves for globalization. Mindbody didn't have the solution to this problem, but Mariana Tek did. The Barre Code can now do things like:

- Pull **one report** to see all of the important metrics from each franchise.

- Create "Global Products" so the franchise owners don't have to create every single product in their point of sale system.

- Encourage members to take classes at any location through the single account creation feature.

The decision to change studio management software is a big one. And The Barre Code is really glad they made the switch.

The support they received and the open communication from both Mariana and BrandBot made the big transition all worthwhile.

Here's what The Barre Code is most excited about with their new technology—Mariana Tek and BrandBot—in place:

- With their **new branded app**, The Barre Code no longer feels behind the curve. They can compete with confidence in this highly competitive industry.

- The corporate staff can now **monitor the performance** of all franchise locations with ease.

- Training—unlike with Mindbody—has become a breeze. It takes **significantly less time** to train the front desk staff using Mariana Tek.

- The global pandemic hit the fitness industry hard. With Mariana Tek and BrandBot working together, The Barre Code can create (and recreate as needed) **COVID-related waivers** and get them to their members.

- The "Bring a Guest" function on the app has **totally streamlined** the referral process. Members can now easily bring their friends and family to classes.

- The corporate staff can now create email templates to share across the entire franchise network. Not only does this help **save time**, but it also helps keep the integrity of the brand.

05. THE CONCLUSION

All in all, life at The Barre Code is easier and better with Mariana Tek and BrandBot.

Being a veteran in the fitness industry, they knew exactly what they needed from their software in order to compete and win. And it's pretty cool that the combination of Mariana Tek and BrandBot gave The Barre Code the edge they were missing with Mindbody.

Change isn't always easy—especially when you're changing the software for 45 different studios—but they did it, and they're <u>so</u> happy they did.

SCHEDULE A DEMO

and find out how Mariana Tek can help your brand today.

MARIANA TEK.