

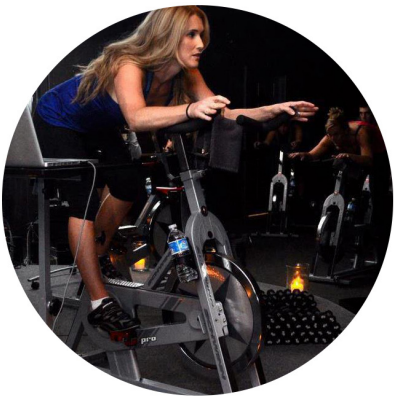


# INCREASE YOUR CLIENT BASE WITH MINDBODY

## MINDBODY case studies



"MINDBODY gives  
our business a more  
streamlined and  
organized feel"



During Camden Hyneman's senior year at Fordham University, she realized she no longer wanted to pursue a PhD in psychology. Instead, she returned home to Arkansas and founded Zenspin in 2010, a fitness boutique offering a variety of classes including Pilates, cycling, barre, and yoga. Since opening the first Zenspin, Camden has expanded to include two more locations and is planning to franchise in 2014.

This growth did not come without hard work from Camden and her team. The dedication that Zenspin has for providing the best client experience led to their switching to MINDBODY in 2012, which has led to growth in Zenspin's client base and revenue.

How did Hyneman and Zenspin use MINDBODY to achieve success?

### Online Booking

With MINDBODY, clients can schedule their appointments online, no matter where or when. "They love that MINDBODY makes scheduling and purchasing so easy," Hyneman said. "They love being able to plan their workouts in advance, because it creates a sense of accountability to actually attend the classes." For Zenspin, this has meant a growth in the number of clients coming into classes and investing in contract packages, meaning three to twelve months of guaranteed revenue for Zenspin.

### Automated Waitlists

With MINDBODY's online scheduling and waitlist features, your clients won't feel like they are forgotten. Zenspin has consistently full classes, and some classes have waitlists. "The stress of managing the waitlist is off of my shoulders," Hyneman said. If a client cancels their reservation at a Zenspin class, the next person on the waitlist receives an email or text and is added to the class.



## Streamlined Organization

As a business reaching into new markets, it is important for Zenspin to appear organized and welcoming, both of which are achieved by MINDBODY's cloud-based interface. "MINDBODY gives our business a more streamlined and organized feel, which I think increases our desirability and marketability," Hyneman said. Being able to access client information remotely and market through MINDBODY and partner Constant Contact has added more organization for Hyneman and Zenspin.

For more information about how to grow your business with the help of MINDBODY, [schedule a no-obligation tour](#).



# Request

a guided tour

To talk about how MINDBODY could work for your business, just fill out the form below. A software specialist will get back to you soon to answer any questions you may have.

SUBMIT

\*required



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No Thanks



Questions?

Chat with a Software Specialist

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Creek, CA