



## CASE STUDY

# KrankFIT

How this boutique studio switched from Mindbody to zingfit and found the intuitive, cost-efficient platform they had been missing.

## THE OVERVIEW

Jenn Nestler is an instructor and studio manager at [KrankFIT](#), a cycling and strength training studio based in Nashville, Tennessee. As a four-year veteran of the studio, she has a deep understanding of KrankFIT's operational needs.

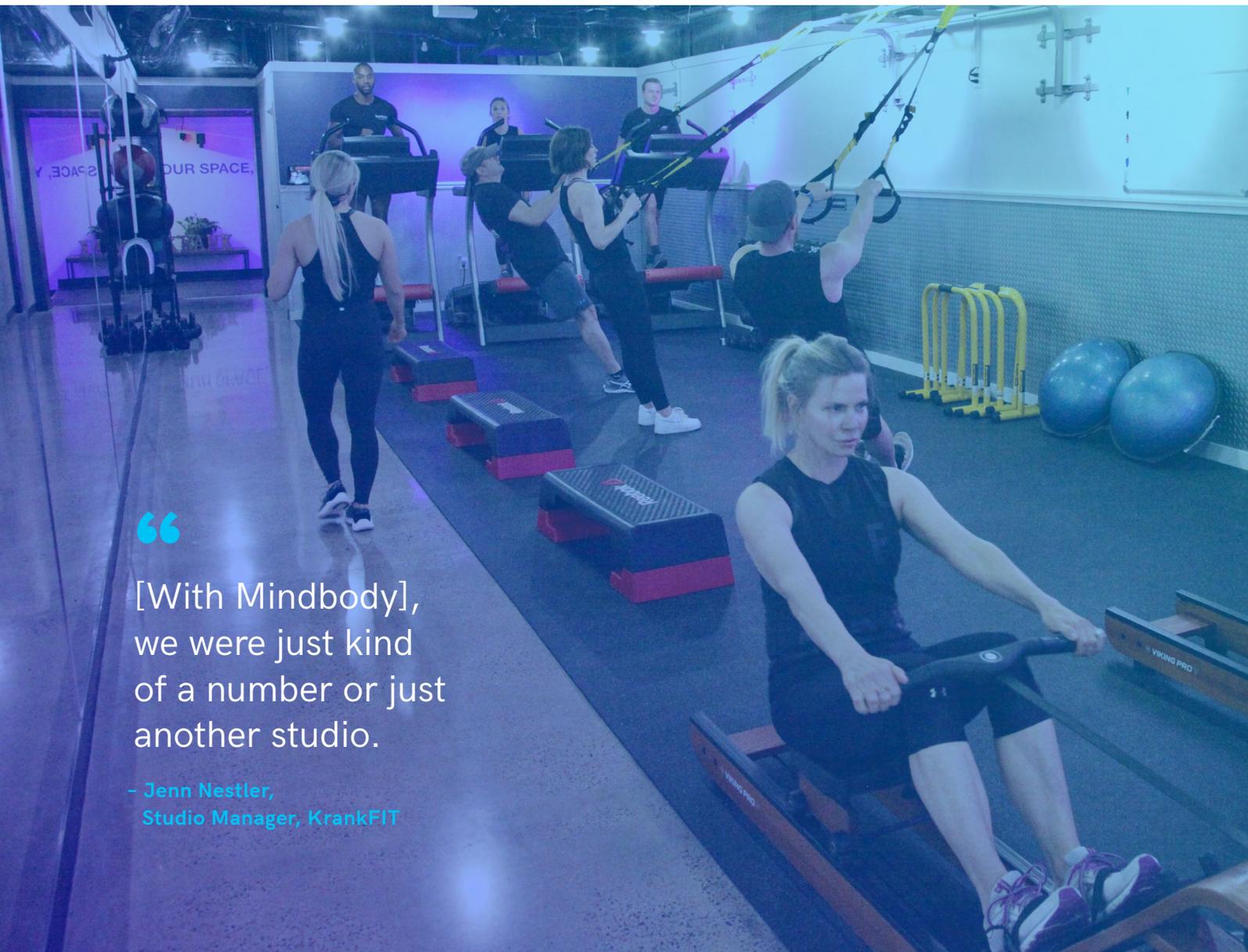
She and her team were unhappy with their existing software platform, Mindbody. They found it to be both expensive and not particularly user-friendly. However, changes in ownership and studio location in 2019 left little time to explore new solutions.

When the studio was forced to temporarily close due to COVID-19, Nestler and her staff had time to research other platform solutions. That's when they discovered [zingfit](#), a better studio management tool. Keep reading to learn more.



## Some of KrankFIT's problems with Mindbody included:

- Mindbody had become more and more expensive over time. KrankFIT had to scale back on its expenses, owing to the pandemic, and could no longer justify the cost of Mindbody.
- Their point person at Mindbody was very difficult to get a hold of. Nestler and her team struggled to find an available 15 minute slot to explain their issues.
- KrankFIT decided to rent out bikes while the studio was closed and record studio classes for members to take at home. Mindbody didn't offer a video on demand option.
- With the studio reopening to a limited capacity, KrankFIT wanted to add pick-a-spot functionality to their booking process. However, Mindbody wanted to charge them extra for it.
- Mindbody had numerous features that KrankFIT simply didn't need. They wanted an easier, less-confusing user experience.



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[With Mindbody], we were just kind of a number or just another studio.

- Jenn Nestler,  
Studio Manager, KrankFIT

### 03. THE SOLUTION

## Once KrankFIT switched over to zingfit, they found:

- A customer service experience that was **incredibly easy to access**. Whether email, calls, or chat, Nestler and her team were always able to speak with a representative.
- Customer service that **made them feel valued**, despite being a one studio location and not a big, corporate franchise.
- Spot Scheduling™ that allowed customers to safely book a spot in class, **without an extra platform fee**.
- **A clean platform and user-experience** for both the studio and their clients. They no longer felt bogged down by unnecessary features.
- **A beta version of on-demand functionality** that allowed KrankFIT to embed their virtual fitness class library onto their website.

“ The zingfit platform is great, but also the people are so nice. They aren't too pushy or sales-y, we just love that. The customer service experience as a whole has been so great.

– Jenn Nestler, Studio Manager, KrankFIT

### 04. THE RESULTS

## In zingfit, Nestler's team discovered:

- **A price-efficient solution** to managing her studio's needs. They saved **60%** when compared to Mindbody, for a **total savings of \$400/month**.
- **A user-friendly platform** that had exactly what KrankFIT needed, without the confusing bells and whistles.
- **Friendly and accessible customer service** to help address any questions or concerns.
- **Increased revenue** as a result of bike rentals and on-demand classes, both powered by zingfit. The bike rental program **provided 100% of KrankFIT's revenue** during the pandemic and is the only reason they were able to stay in business. Once they reopened, bike rentals made up **50% of their revenue**, and in the last 6 months they **still provide 25% of KrankFIT's income**.

“ I think it’s definitely easier to use for clients. And I see most clients, especially the regular people that have memberships with us, using the app over just going to our website.

- Jenn Nestler, Studio Manager, KrankFIT



## 05. THE CONCLUSION

From Spot Scheduling™, to video on demand, to customer service that truly cared about KrankFIT’s success, zingfit helped Nestler and her team come out of the pandemic stronger than ever.

This case study showcases how zingfit’s boutique-focused platform and customer-centric functionality help small studios save money and elevate their business operations.

[BOOK A DEMO](#)

and see how zingfit can help your studio today.

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