

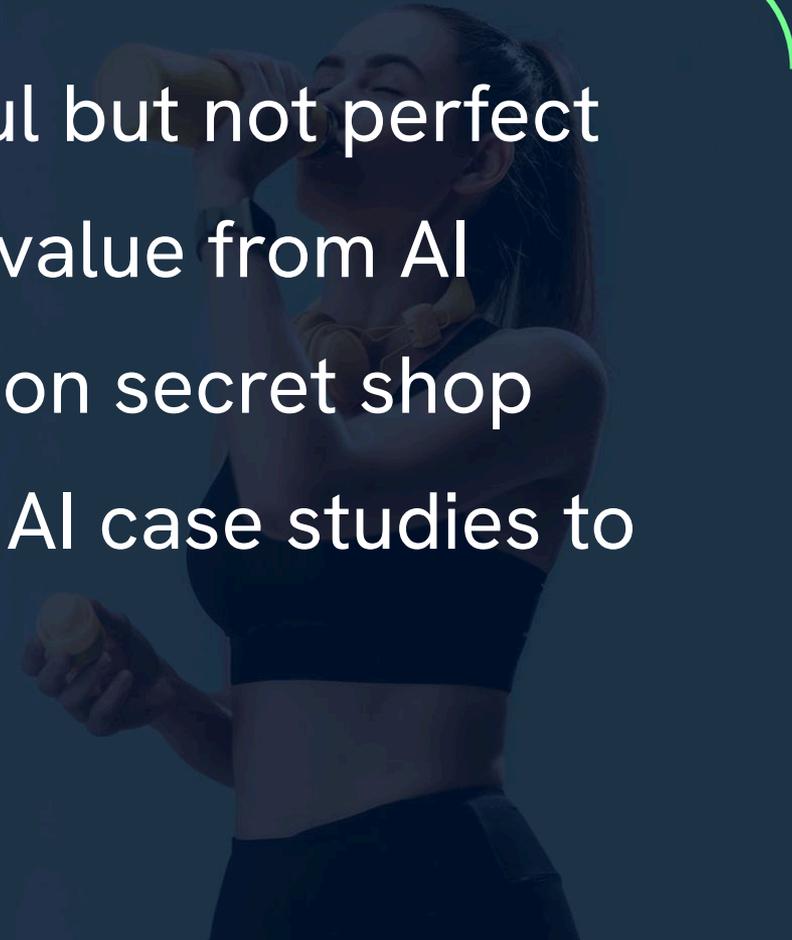


How Gyms Achieve 10X ROI With **AI** agents

About Replify

Mission: Free people to focus on life changing in-person experiences.

Agenda

1. AI - Powerful but not perfect
 2. How to get value from AI
 3. 100+ Location secret shop
 4. Replify and AI case studies to learn from
- 

AI is powerful...



[Play video](#)

AI is powerful...



[Play video](#)

...but not perfect



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How to get real value from AI



How to get real value from AI

1

Define Goals



Possibilities are massive but cloudy.

2

Evaluate Solutions



Too many options with far fetched claims

3

Integrate & Launch



Concern, fear, limited IT resources.

4

Measure & Improve



Poor results. Low ROI. Staff complaints.

How to get real value from AI

1

Define Goals



Possibilities are massive but cloudy.

- Learn from other customers.
- Be skeptical but open.

2

Evaluate Solutions



Too many options with far fetched claims

- Pilot with different locations.
- Avoid contracts.

3

Integrate & Launch



Concern, fear, limited IT resources.

- Start simple
- Avoid contracts.

4

Measure & Improve



Poor results. Low ROI. Staff complaints.

- Be flexible across locations
- Adjust and expand quickly

Example problem to solve: Answer phones quickly and follow up as TIs



We secret shopped 105 gyms during open hours and documented the results

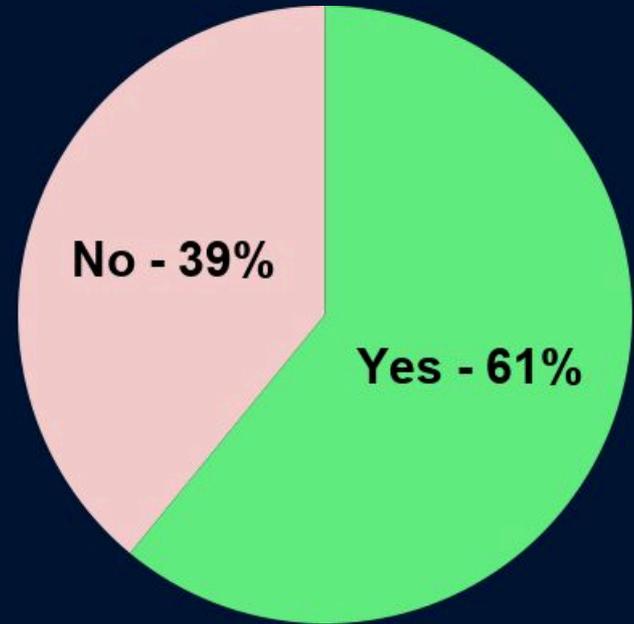
Example problem to solve: Answer phones quickly and follow up as TIs

Who (or what)
answered the
phone?



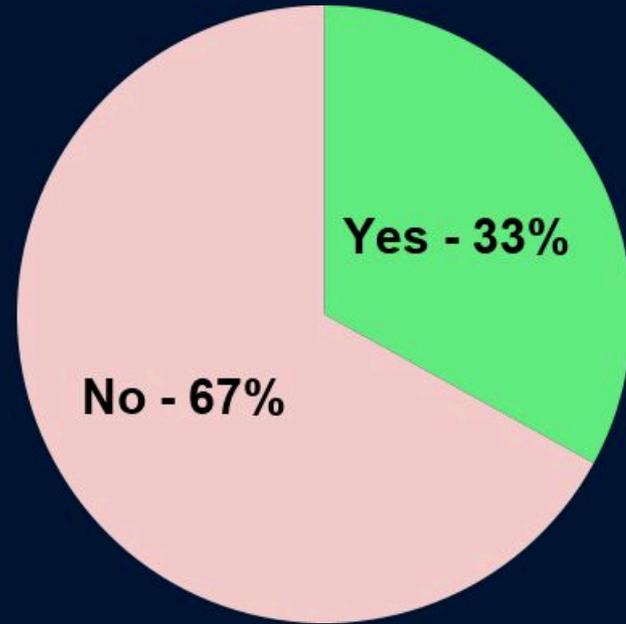
Example problem to solve: Access to a live person, even after a phone tree

Can we reach a live person at all?



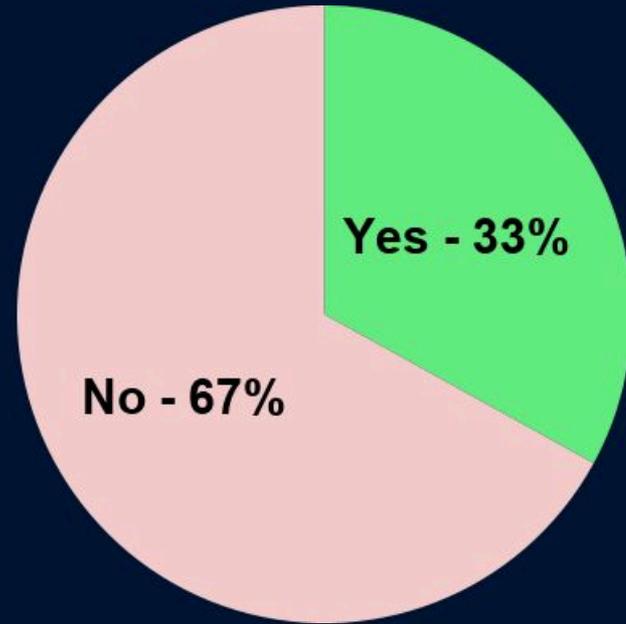
Example problem to solve: Lead qualification on calls

Do they ask qualifying questions?



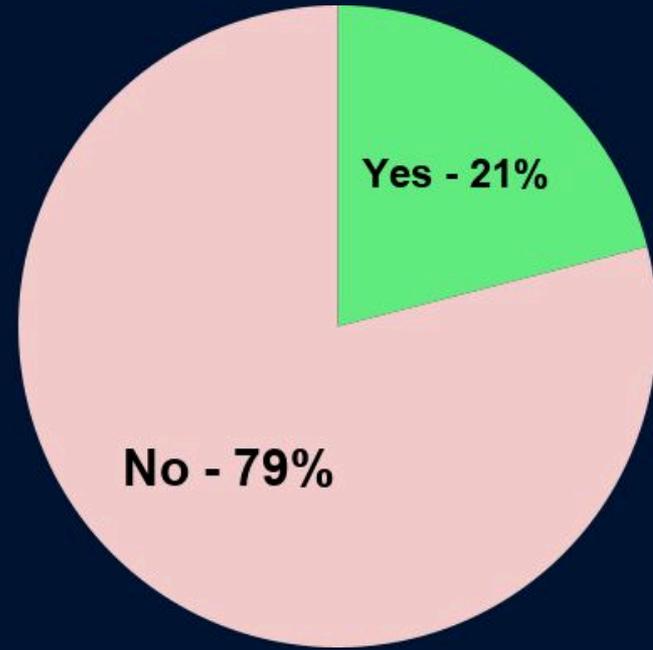
Example problem to solve: Ensure the caller is invited for a tour

Did they invite us for a
visit or tour?



Example problem to solve: Contact info collected for follow up

Did they collect
contact info?



Example problem to solve: Follow-up to maximize conversions

Was there follow-up?



Example problem to solve:

Answer phones quickly and follow up as TIs

- ✗ Most experiences were not ideal.
- ✗ The wait was usually too long.
- ✗ Only 12% followed up to sell/close us.

Real-world first call resolution

Listen to an AI call - Gold's Gym



The image features a central graphic with a purple-to-blue gradient background. At the top left is the Gold's Gym logo, a yellow circle with a black silhouette of a person lifting weights and the text 'GOLD'S GYM'. To its right is the Replify logo, which includes a green waveform icon above the word 'Replify' in white. Below the logos is the text '24/7 AI Receptionist and AI Sales Agent'. In the center is a large white play button icon overlaid on a horizontal audio waveform. Below the waveform, the text 'Gold's Gym: AI Lead Capture & Engagement Powered by Replify' is displayed in white. At the bottom, the website 'www.replify.ai' is listed.

GOLD'S GYM x **Replify**
24/7 AI Receptionist and AI Sales Agent

**Gold's Gym: AI Lead Capture & Engagement
Powered by Replify**

www.replify.ai

[Watch on YouTube](#)

Replify Capabilities Snapshot

- **Omnichannel coverage** - Phone, text, email, live chat.
- **Bi-directional** - both inbound & outbound communications.
- **Multi-location control** - Shared knowledge base, brand wide updates, location level rules
- **Integrations** - Connects to your phone, VoIP, email, CRM, and scheduling systems.
- **Automatic Lead Capture** (Customers typically see 6X-10X increase in leads)
- **Live transfers** to staff when needed.
- **Leaves Voicemails**

Product View - Dashboard

Replify
PORTAL

Assistant Contact Info

Dashboard

ASSISTANT SETUP

Business Info

Basic Info

Knowledge

Conversation Settings

Agent Preferences

Live Transfers

Scenarios

Actions

Channels

Chatbot

Email

Phone

Text

CAMPAIGNS

Account Performance

Account-wide performance across all assistants

[Jump to Assistant Performance](#)

Analytics Period:

December 2025

Total Conversations

41,393

↗ 145.6% vs previous month

Qualified Leads

20

↗ +20 vs previous month

Live Transfers

13,977

↗ 2.5% vs previous month

Performance by Assistant

Compare performance across all your AI assistants

Collapse

ASSISTANT NAME	TOTAL	EMAIL	TEXT	PHONE	CHAT	QUALIFIED	TRANSFERS
AI Assistant	3,746	0	671	3,013	62	0	1,270
AI Assistant	2,256	0	0	2,170	86	0	1,083
AI Assistant	2,157	0	270	1,875	12	0	558
AI Assistant	1,786	0	0	1,735	51	0	804
AI Assistant	2,643	0	878	1,716	49	0	632
AI Assistant	2,739	0	971	1,715	53	0	840
AI Assistant	1,715	0	114	1,586	15	0	708
AI Assistant	1,477	0	1	1,431	45	0	591



Product View - Phone Settings

Phone

Enabled Cancel Save Changes

- 1 Phone Number
- 2 Voice Selection
- 3 Call Settings
- 4 Custom Phone Rules
- 5 Call Continuity
- 6 Follow-up Text Settings

Phone Number

(469) 689-8577

Choose a local area code
Choose a local number, and we'll see if we can get one for you. If we can, we'll update your phone number immediately with it. (Note the whole number will change)

Area Code Switch Area Code

Voice Selection

Choose your assistant's voice

Most Popular Voices

 <p>Jacqueline Casual And Clear Female English</p>	 <p>Myra Upbeat And Lively Female English</p>	 <p>Gina Calm And Slower Pace Female English</p>
 <p>Dan Fast And Crisp Male English</p>	 <p>Jax Mature And Deep Male English</p>	 <p>Mark Casual And Friendly Male English</p>
 <p>Carla Native Spanish Speaker Female Spanish</p>	 <p>Asha Native Hindi Speaker Female Hindi</p>	 <p>Louis Native French Speaker Male French</p>

Additional Voices

Proven Results - Replify Case Studies



10X Leads: Why Gold's Gym DC Metro Chose Replify AI Over the Competition



How UFC Gym **Deployed AI** to Guarantee 'Speed to Lead' and Scale Member Experience Across Expanding Location Footprint

SWEAT  440

A Scalable System for Franchise Growth: How AI Positioned SWEAT440 for Its Next Chapter



Zoom Tan and Zoom Fit **Automate 50%** of Calls to corporate call center



Automating 74% of Customer Calls Across 50 Locations with AI



A24 X 7 instant response + 60% reduction in live inquiries = **10X ROI**



How 7-Location Club 24 Uses Replify AI to **Automate 6,000** Calls a Month



How Dynamic Fitness Uses AI to Save **180 Staff Hours** and Turn Miss Calls Into **6X** More Leads



Premier Sportsplex: **Automating 65%** of calls with AI giving staff hours back to focus on members in person

AI Outbound & AI Billing



Seven 24
hour gyms

400 hours
saved/mo

- **With Replify:**
 - Over 400 hours saved per month
 - Over 6,000 calls automated per month
 - 3,000 automated billing calls per month replacing manual billing outreach
 - 65 hours saved per month on billing outreach

The Results: Club 24 Concept Gyms

Val, Director of Operations



Replify



Val Nepomuceno

Director of Operations at
Club 24 Concept Gyms



[Watch on YouTube](#)

Every lead captured



24,000
members

6X
Increase in
lead capture

- **With Replify:**
 - Automated lead capture led to 6X increase leads captured
 - 180 staff hours saved per month
 - Brand consistency across three high-volume locations
 - Saved time redirected to cleaning, greeting, and in-club services

The Results: Dynamic Fitness

Ryan, Director of Marketing



Replify



Ryan Ensmann
Marketing Director



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Every lead captured



19
locations

9.9x
Increase in
lead
capture

- **With Replify:**
 - 10X growth in leads captured
 - Seamless CRM integration
 - Faster decision cycles: prospects sign-ups in 3-5 days instead of 30
 - Better customer experience with instant, 24/7 responses
 - Team members deliver superior in-person support

The Results: Gold's Gym DC Metro

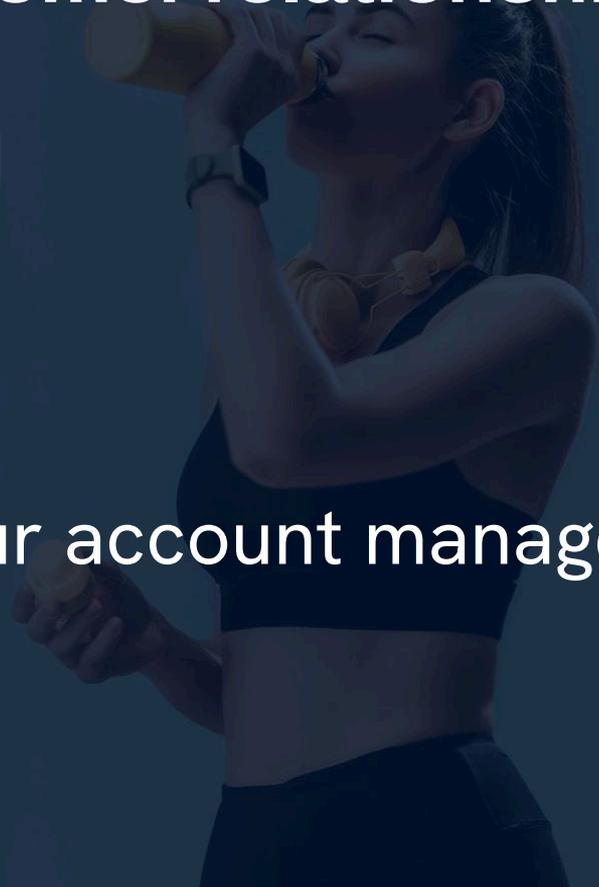
Chris, VP of Sales & Operations



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Our tenets for a great customer relationship

- Focus on value and ROI
- Flexible Approach
- Speed
- No long term contracts
- Your salesperson is your account manager



Q&A | Get started

Connect

Tony Small

tony@replify.ai

- No contracts
- No set up fees
- Free analysis of your club(s) & sample account specific to one of your locations