

How BodyWorksWest Modernised Their Operations Using Mindbody

BodyWorksWest is a boutique health club in Notting Hill, London, transforming from a school gym and squash courts into a state-of-the-art fitness and wellness destination. It offers Pilates reformer classes, personal training, a pool, spa, and a relaxing lounge, providing a peaceful escape from central London. A Mindbody customer since 2017, the club has used the software to streamline operations for staff and members.



The Problem

BodyWorksWest's old software suite couldn't keep up. "We needed a booking system with integrated payments," says Jeremy Allen, the club's general manager. "Before Mindbody, managing booking and payments was difficult." After exploring options, Allen found Mindbody to be the best fit.

The Solution

Switching to Mindbody streamlined bookings, payments, and key business areas like tracking, retail, and member services. "Personal training revenue increased 40% from 2017-2018," says Allen.

Mindbody's reporting capabilities provide real-time insights into performance, class capacity, and revenue while simplifying retail management for supplements and clothing. "The retail button is great for stock tracking and driving sales," Allen adds. Automated reminders boost attendance and revenue, making the future with Mindbody promising for BodyWorksWest.



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Jeremy Allen
Owner, BodyWorksWest