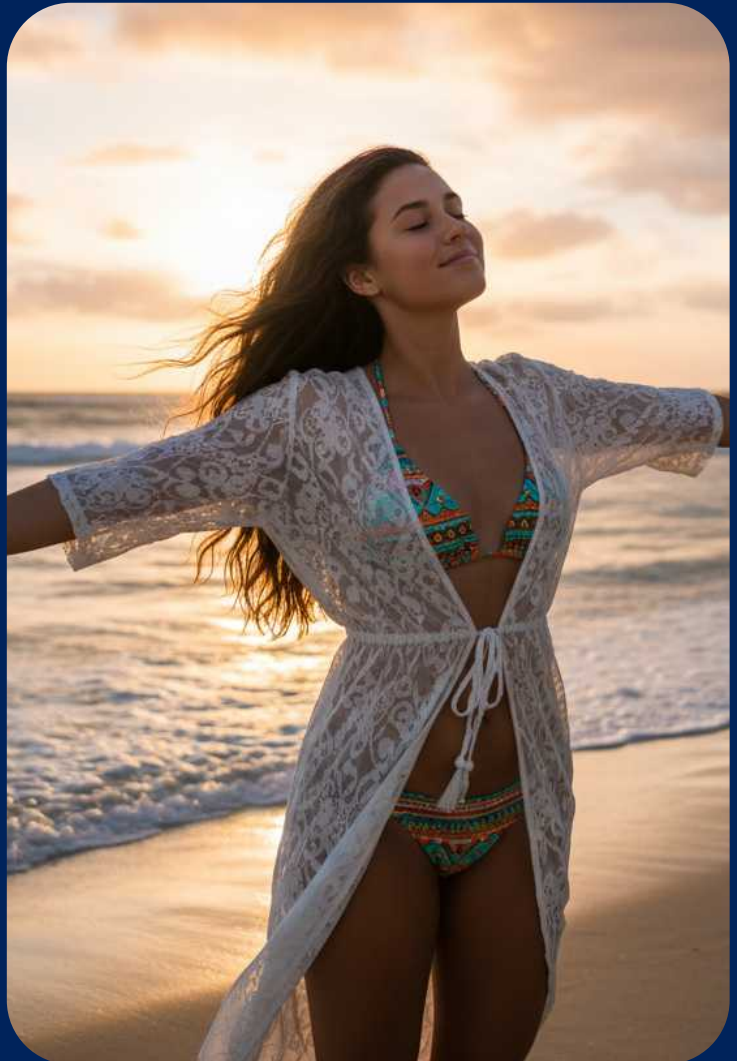


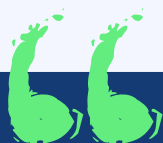


Replify Case Study

Automating Customer Service & Sales Across 100 Locations with AI

How a 100-location fitness and tanning brand cut thousands of repetitive calls, improved staff quality of work, and created a tech-forward member experience





Half of our daily calls are now automated, freeing thousands of staff hours for higher-value work. That quality-of-work improvement doesn't always show up on a balance sheet, but it's real.



Jared Stresen-Reuter

Director of Development, Zoom Tan



ZOOMTAN®



ZOOMFIT®

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Executive Summary

Zoom Tan and Zoom Fit operate 100 locations in the United States. Zoom Tan focuses on indoor tanning for everyday customers and frequent tanners. Zoom Fit offers a modern, tech-forward workout experience. Together, they run high-volume, consumer-facing operations where inbound call handling and member support matter at scale.

Jared Stresen-Reuter serves as Director of Development. His mandate is clear. Build a tech-leading brand and move the companies toward an autonomous retail model that works 24/7. He and his team evaluated multiple AI reception options to absorb repetitive questions and free staff for higher-value conversations.

Over the past year, Jared's team tested ten AI platforms. They adopted a simple evaluation lens. Onboarding speed. Fit with existing phone systems and store workflows. Quality of answers. Reliability at scale. Vendor partnership. HeyLibby stood out on execution and delivered the smoothest onboarding experience the team had seen.

The teams then used a phased rollout. After-hours first. Weekends next. All hours once confidence and coverage improved. That sequence made adoption fast and low risk for nearly 100 phone numbers.

"Replify provided the smoothest onboarding and integration we had seen. After demoing many other AI platforms, it was a sigh of relief." — **Jared Stresen-Reuter**, Director of Development

"Starting after-hours, then expanding once we saw results, made the change easy to manage across dozens of stores." — **Jared Stresen-Reuter**

Today, Zoom Tan and Zoom Fit use Replify as the first line for informational calls and member questions. The AI handles common policy questions, hours, locations, membership guidance, and simple routing. Many callers do not realize they are speaking with AI. Staff now focus on more complex service, sales consults, and escalations.

Results to date:

- + **Automated approximately 50 percent of informational calls across the network.**
- + **Average daily volume of roughly 300 calls, with AI absorbing a significant share.**
- + **Thousands of staff hours reallocated to higher-value work, improving quality of work and member experience.**
- + **Phased rollout enabled stable coverage across roughly 95 numbers, then expansion to 24/7 front-line handling.**
- + **Consistent sales guidance for upgrades, downgrades, and cancellations, with no drop in outcomes reported by the team.**
- + **Flexible pricing and no long-term lock-in reduced adoption friction and supported rapid scaling.**

"Half of our daily calls are now automated, which frees our team to solve real problems and spend more time with customers." — **Jared Stresen-Reuter**

The Challenge: 100 Locations, 300 Calls a Day

Operating nearly **100 locations nationwide**, Zoom Tan and Zoom Fit face the operational math every multi-location business leader knows well. Hundreds of calls arrive each day, many of them asking the same questions: What are today's hours? Can I freeze my membership? Where is the nearest location? These repetitive inquiries consume valuable staff time and slow the pace of real customer engagement.

At an average of **300 inbound calls per day**, the weight of small questions adds up. Each minute spent answering “Do you take walk-ins?” is a minute not spent resolving more complex issues, guiding a member through a new package, or creating the in-person experience that differentiates the brand.

Jared Stresen-Reuter, Director of Development, saw this dynamic first-hand. His responsibility is not just to keep the operation running, but to move Zoom Tan and Zoom Fit toward an autonomous retail model that fits the brand's tech-forward identity. “Our main problem was repetitive calls that tied up human resources. We wanted a solution that could handle the simple questions and free our people to focus on higher-value work,” he explained.

The situation was amplified by scale. With 95–100 phone numbers routed into corporate support, even minor inefficiencies multiplied. A solution had to absorb repetitive call traffic without compromising the member experience, integrate quickly, and hold up under real-world volume. For Jared and his team, the challenge was not theoretical. It was felt every single day across the entire network.



The Solution: Replify AI Receptionist

Jared and his team approached AI with clear requirements. The platform needed to handle repetitive questions reliably, integrate with existing phone systems, and scale across nearly 100 stores without disrupting members. Equally important, it had to respect staff time. A difficult onboarding or clunky setup would have killed momentum.

Over the course of a year, they evaluated five to ten AI platforms. Each promised automation, but most stumbled during implementation. Complex integrations. High upfront fees. Weak support once the contract was signed. Replify stood out.

“It was the smoothest onboarding process we had out of all the other AI platforms we demonstrated. That really encouraged us to give it a try right away.” — **Jared Stresen-Reuter**, Director of Development

The rollout followed a phased approach. First, after-hours calls were routed to Replify. Next came weekends. Finally, full 24/7 coverage. This staged adoption ensured the team could monitor results, address edge cases, and build confidence before handing the AI the full call volume.

Even with 95 phone numbers pointing to Replify, integration went more smoothly than expected. *“We started with bite-sized pieces. After-hours, then weekends, then all day. That made the change much easier to adopt across dozens of stores,”* Jared said.

Today, Replify is the first line of defense for informational calls across Zoom Tan and Zoom Fit. The AI absorbs nearly half of daily volume, routes the rest appropriately, and ensures that members receive fast, consistent answers. Staff are no longer tied up repeating the same scripts and can instead focus on deeper service and higher-value conversations.

Before Replify

100% human call
handling

After Replify

50% automated, 50%
escalated to staff”

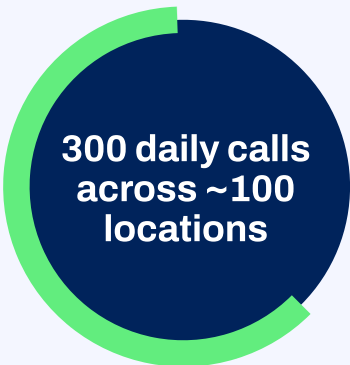
Results: Hours Saved, Staff Empowered

The impact of Replify is measured in both numbers and human outcomes. On the quantitative side, Zoom Tan and Zoom Fit route about 300 calls per day. Half of those — thousands per month — are now handled automatically. The effect is immediate. Instead of burning hours on repetitive inquiries, staff are freed to focus on work that requires judgment, empathy, and sales expertise.

“Half of our daily calls are now automated, which frees our team to solve real problems and spend more time with customers,” said Jared Stresen-Reuter, Director of Development. The reallocation of time has raised job quality as well. Staff who once answered “What are your hours?” dozens of times a day now devote energy to membership conversations, problem resolution, and improving service levels. This shift is difficult to capture in a spreadsheet, but it directly affects morale, retention, and member satisfaction.

Importantly, automation has not diluted the sales funnel. When Replify handles upgrades, downgrades, or cancellations, outcomes remain consistent with human performance. In other words, efficiency gains have not come at the cost of revenue.

For a network of nearly 100 locations, this dual benefit is significant. The business saves thousands of staff hours while members enjoy faster responses and more focused in-person attention. The organization can also reallocate labor strategically, directing human resources toward growth initiatives instead of routine support.



**300 daily calls
across ~100
locations**



**50%
resolved by
Replify**



**Thousands of
staff hours
reallocated to
higher-value
work**

Member Experience and Brand Fit

For Zoom Tan and Zoom Fit, customer perception mattered as much as internal efficiency. The companies pride themselves on a tech-forward identity, so any automation had to feel natural to members. Replify delivered.

Many callers never realize they are speaking with AI. The cadence, accuracy, and ability to answer basic questions make the interaction feel like a human receptionist. For a brand positioning itself as autonomous and innovative, this alignment reinforces credibility. *“There are definitely people who experience Replify and have no idea it is an AI tool, which is really cool for us to see,”* said Jared Stresen-Reuter.

Not all responses are seamless. Some callers, once they discover they are speaking with an AI receptionist, test the boundaries. A few grow more casual or even vulgar. Yet overall, member satisfaction has remained consistent with prior human-led interactions. The important point: sales guidance and service outcomes have not suffered.

The alignment with brand identity is key. Zoom Tan already positions itself as a technology-driven operator in an industry often seen as traditional. Integrating an AI receptionist fits that story. *“Even though we are a tanning chain, we are very tech-focused. I don’t think it’s a big surprise to members that Zoom Tan would be leveraging AI,”* Jared explained.

In this sense, the member experience is not just preserved — it is enhanced. Quick answers, consistent guidance, and the sense that the company invests in innovation reinforce customer trust. For a high-frequency business model where convenience matters, AI feels less like an experiment and more like a natural extension of the brand promise.

Strategic Vendor Relationship

Technology alone does not guarantee success. For Zoom Tan and Zoom Fit, the difference came from the partnership model. Jared and his team had tested five to ten AI platforms before Replify, most of which stumbled on vendor practices: rigid contracts, high setup fees, and poor post-sale support. The contrast was immediate.

“Finding Replify was a sigh of relief. Other platforms demanded long-term commitments and disappeared once the contract was signed. Replify put the product where the price is,” said Jared Stresen-Reuter.

A flexible, non-committal pricing structure reduced adoption risk. The team could expand coverage step by step, confident that they would not be locked into a platform before seeing value. For an operator with nearly 100 locations, that flexibility mattered as much as technical capability.

Equally important was the human element. Kyle Krancher, who guided the rollout, became a trusted partner. Instead of pushing the company to “jump into the deep end,” he recommended a phased strategy: start with after-hours calls, expand to weekends, then move to 24/7 coverage once results were proven. That incremental approach created confidence and avoided disruption.

“Even with 95 numbers routing through Replify, integration went smoother than expected. The phased rollout strategy made adoption obtainable,” Jared noted.

From the vendor side, responsiveness built trust. Kyle emphasized constant communication, even when answers were still in progress. That transparency created a true feedback loop, giving Zoom Tan and Zoom Fit the confidence to scale quickly. Jared summarized the experience succinctly: *“We could use more vendors like you.”*

Typical Vendor

- High setup cost
- Long-term contract
- Weak support

- **No setup cost**
- **Flexible pricing**
- **Active support during and after rollout**

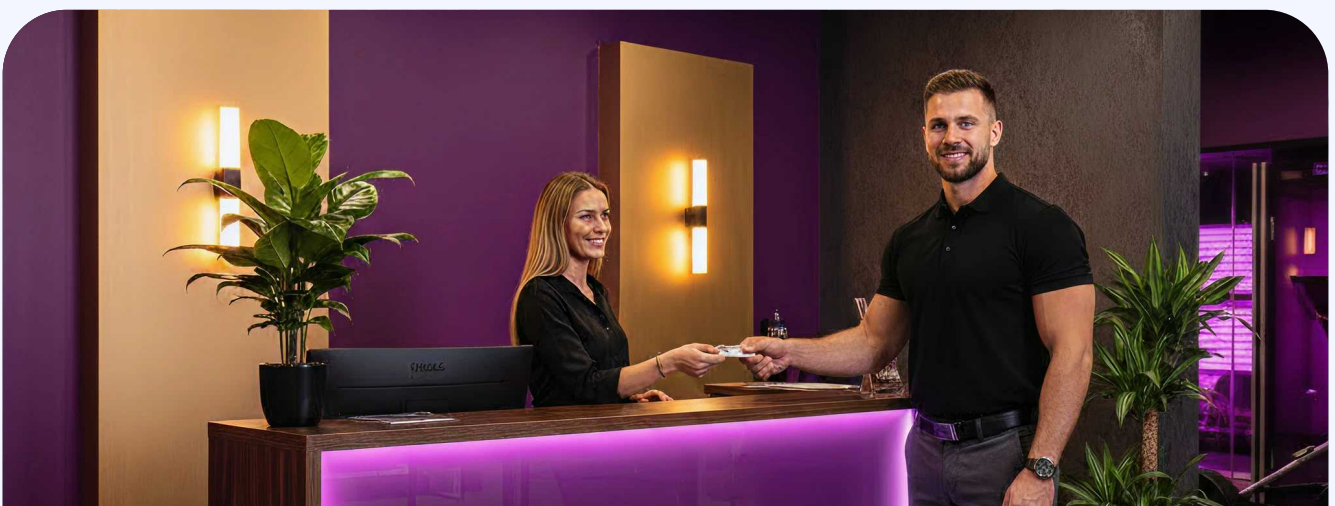
Looking Ahead: Full-Service Automation

For multi-location operators, the reception desk is only the beginning. What starts with answering repetitive questions can evolve into a full-service automation layer that reshapes how businesses manage member engagement. Replify is already moving in this direction. The platform's roadmap emphasizes consolidating communication tasks that once required multiple vendors and systems. Instead of juggling separate tools for phone answering, call routing, CRM notes, and customer follow-up, Replify is expanding to integrate these functions into a single, intelligent ai front desk.

This evolution means AI reception can soon do more than resolve FAQs. It can capture lead details directly into the CRM, schedule follow-ups, push membership upgrades, and escalate issues with context-rich notes. By embedding itself across the customer journey, Replify moves from being a call handler to being a business-critical engagement platform.

For operators with 50, 100, or more locations, that consolidation delivers two forms of value. First, it reduces the burden of managing sprawling tech stacks, which often create friction for staff. Second, it provides a consistent, branded experience for members across every touchpoint.

Full-service automation is not about replacing human teams. It is about giving them leverage. The AI can take the first 50 percent of calls and log interactions, while human staff step in where empathy and nuance are essential. The result: fewer dropped leads, more consistent data, and staff who can focus on building lasting member relationships.



Key Takeaways for Multi-Location Operators

The experience of Zoom Tan and Zoom Fit offers a practical blueprint for other multi-location operators evaluating AI. The lessons are clear.

- 1 Start with volume.** Hundreds of daily calls across dozens of sites multiply inefficiency. Repetitive questions create hidden labor costs that AI can absorb quickly.
- 2 Use phased adoption.** Rolling out after-hours, then weekends, then 24/7 allows teams to test, refine, and build confidence without disruption.
- 3 Protect staff quality of work.** Automation frees employees from repetitive inquiries, letting them focus on higher-value conversations, deeper service, and sales consults.
- 4 Demand vendor flexibility.** Avoid lock-in contracts and long onboarding cycles. Look for providers who price fairly, support actively, and grow with you.
- 5 Align with brand identity.** In tech-forward industries, AI is not a novelty. It is part of the customer expectation. Deploying it in the right context can enhance trust rather than erode it.

For operators managing multiple locations, the choice is no longer whether to adopt AI but how to structure adoption in a way that delivers measurable value. Done right, AI reception becomes a frontline asset, saving thousands of hours, strengthening staff satisfaction, and reinforcing the brand's promise to customers.





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