



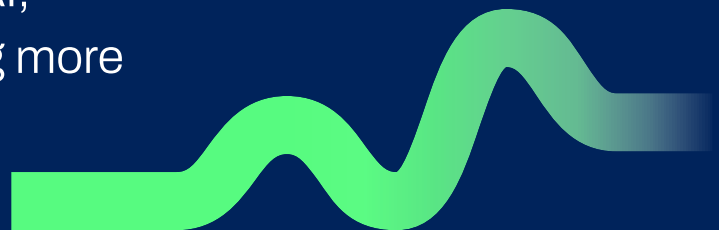
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Replify Case Study

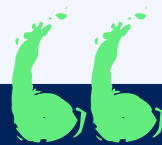
How 7-Location Club 24 Uses Replify AI to Automate 6,000 Calls a Month

Multi-location operator replaces manual call handling and billing outreach with AI, improving response time, capturing more leads, and achieving 9.8× ROI.



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Working with Replify has been a game-changer for us. Our customers get immediate answers, even when we're closed, and our staff can now focus on providing exceptional in-person service. The setup process was smooth, and the results speak for themselves—we're saving time, improving efficiency, and reducing costs. It's been a win-win for our team and our customers.



Val Nepomuceno

Director of Operations at
Club 24 Concept Gyms



Executive Summary

Club 24 Concept Gyms, a seven-location operator in Connecticut, partnered with **Replify AI** to automate both inbound and outbound communication across its network. The system now manages more than **6,000 calls per month**, including member inquiries, lead follow-ups, and billing outreach, work that previously required hours of manual effort each week.

Like many multi-location operators, Club 24 faced mounting inefficiencies: missed calls, repetitive member questions, and slow payment recovery. Front-desk staff spent time dialing and checking voicemail instead of focusing on sales, retention, and member service. Outsourced billing vendors were expensive and inconsistent.

Replify AI replaced those manual workflows with a 24/7 virtual team member that manages communication across phone, text, and email. It also runs automated billing and re-engagement campaigns, powered by a shared knowledge base that keeps responses accurate across all seven locations.

AI Results at Club 24

- ✓ **6,000+ total calls automated monthly**
- ✓ **3,010 billing follow-up calls automated**, saving **65.16 staff hours per month**
- ✓ Faster member response and issue resolution
- ✓ More staff time available for tours, sales, and on-site experience
- ✓ Reduced reliance on third-party billing and call-center vendors

Strategic Impact

Replify has improved efficiency, accelerated payment resolution, and standardized communication quality across every Club 24 location. The model scales easily for operators with dozens or hundreds of sites, offering a cost-effective way to improve service while freeing teams from tedious work.



“Replify functions like an extra team member at every club—handling calls, resolving payments, and letting our staff focus on members and growth.”



Val Nepomuceno

Director of Operations at Club 24 Concept Gyms





About Club 24 Concept Gyms

Club 24 Concept Gyms is a seven-location, 24-hour fitness chain serving communities across Connecticut. The company has built its reputation on accessibility, affordability, and member retention, emphasizing friendly service and a clean, well-run environment at each club.

Val Nepomuceno, Director of Operations, oversees all seven locations. He started at Club 24 ten years ago as a front-desk associate and worked his way through every operational role before taking on corporate oversight. His hands-on experience managing member communication, billing, and front-desk operations gave him a deep understanding of how phone management affects staff efficiency, member experience, and revenue.



"I've been in the grit. I know what it's like to make 50 calls a day just to reach a few people. Our team was spending too much time on phones instead of selling, cleaning, and supporting members."



Val Nepomuceno

Director of Operations at Club 24 Concept Gyms



Val leads Club 24's ongoing effort to modernize operations by leveraging technology that reduces administrative work and enables teams to focus on higher-value member interactions. His leadership has been central to the company's adoption of HeyLibby AI across all seven locations.

About Replify AI

Replify AI is a conversational automation platform built for multi-location fitness, recreation, and wellness operators. The system acts as an AI receptionist and sales agent, handling inbound and outbound communication across phone, text, chat, and email.

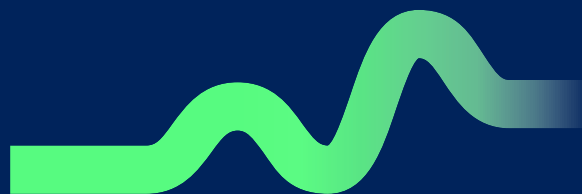
Replify is trusted by leading fitness brands, including **Gold's Gym, UFC Gyms, Zoom Tan Zoom Fit, Anytime Fitness**, and other large operators seeking to scale communication without scaling headcount.

Designed for scalability, Replify centralizes communication across all locations in a single shared knowledge base, ensuring consistent, accurate responses while freeing local staff to focus on in-person service and sales.

Typical deployments automate between 50 % and 80 % of member interactions, including:

- Answering member questions 24 / 7 about hours, pricing, and programs
- Booking tours and trial memberships
- Following up on failed payments and billing updates
- Running outbound campaigns for renewals, reactivations, and promotions

Replify integrates directly with the systems gyms already use and can be configured in days. It provides real-time visibility into call activity and outcomes, making it a measurable operational lever for reducing missed calls, improving payment recovery, and expanding sales reach without increasing labor costs.



The Challenges Busy Gyms Face

Even for 24-hour gyms, most member communication happens when staff are unavailable. At **Club 24 Concept Gyms**, thousands of calls each month went unanswered, especially during peak times and overnight hours. The result was missed opportunities, frustrated members, and staff pulled away from revenue-generating work.

Val Nepomuceno, Director of Operations, described it plainly:

“We’re a 24-hour facility, but after a certain hour, the phone rings and no one picks up. Even during the day, our teams were buried in simple questions—holiday hours, prices, directions—calls that didn’t move the business forward.”

Club 24’s staff were also responsible for **manual billing and payment follow-ups**, calling members whose credit cards had expired or whose payments failed to process. These outbound calls were time-consuming, often went to voicemail, and required constant repetition across seven locations.

Val explored outsourcing through **ABC Ignite’s collections service**, but found the results inconsistent and the experience impersonal for members. Keeping the process in-house gave Club 24 more control but came at the cost of staff time and morale.

“We like to manage our own relationships. But that meant our people were spending hours a day chasing payments instead of selling or helping members in person.”

The challenge was clear: Club 24 needed a way to manage thousands of inbound and outbound calls every month—accurately, quickly, and without increasing labor costs.



How AI Can Help Gyms and Fitness Studios

For multi-location fitness operators, every unanswered call, missed follow-up, or delayed payment represents lost revenue. Front-desk teams are often stretched thin, balancing member check-ins, tours, and cleaning duties while phones ring nonstop. AI fills that operational gap.

Replify AI acts as a 24 / 7 virtual team member that handles both inbound and outbound communication—consistently, accurately, and without fatigue. It gives operators coverage across all communication channels, ensuring no member or lead is missed.

With Replify, gyms can:

- + **Automate inbound communication:** Answer member questions, schedule tours, and provide information instantly through phone, text, email, or chat.
- + **Run outbound campaigns at scale:** Launch billing follow-ups, win-back campaigns, and insurance outreach across hundreds or thousands of members in minutes.
- + **Free staff for in-person service:** Allow local teams to focus on sales, tours, and retention instead of repetitive phone tasks.
- + **Standardize communication across locations:** Use one shared knowledge base so every response—no matter the club—is accurate and brand-consistent.
- + **Generate measurable ROI:** Reduce labor costs and recapture lost revenue from missed calls and overdue payments.

Replify AI is already used by **Gold's Gym, UFC Gyms, Zoom Tan / Zoom Fit**, and other large operators that manage high call volumes and complex scheduling. For Club 24, AI became not just a time-saver but a scalable foundation for member communication and growth.

Onboarding the AI Receptionist and Phone Agent

Onboarding Their AI Receptionist and AI Phone Agent

Club 24's rollout of **Replify AI** began with a single pilot location. Rather than managing the setup centrally, **Val Nepomuceno** allowed that club's general manager to lead the configuration. The decision built ownership at the gym level and surfaced small improvements before expanding across the full seven-location network.



"Our first gym took full control of the setup. They figured out what worked, flagged small issues, and by the time we went company-wide, it was smooth and easy."



Val Nepomuceno

Director of Operations at Club 24 Concept Gyms



The pilot covered two core use cases:

- 1 Inbound automation** – answering common member questions about hours, pricing, and schedules, while routing complex inquiries to staff when needed.
- 2 Outbound billing follow-ups** – automating payment reminder calls to members with expired or declined cards, replacing manual dialing and vendor-managed collections.

Once validated, Replify was deployed to all seven locations. Each club is connected to a **shared knowledge base** that Val updates regularly with local hours, promotions, and service changes, ensuring a consistent messaging systemwide.

Compared to the team's earlier trial with **Soundhound**, the difference was immediate. Replify's interface required no technical training, and support response times were measured in hours—not weeks.



“Replify was just more practical. Our GMs could log in, update a few lines, and it was live. Soundhound required custom syntax and still couldn’t handle text or email.”



Val Nepomuceno

Director of Operations at Club 24 Concept Gyms



Within days, Replify began taking calls, sending texts, and recording results automatically. The onboarding required minimal IT involvement and no disruption to day-to-day operations.



Expanding AI Usage and Unique Use Cases for AI Calling for Gyms

After successfully automating inbound calls, **Club 24 Concept Gyms** expanded its use of **Replify AI** into outbound operations. The next target: billing follow-ups and member outreach—two of the most repetitive and time-consuming tasks for any gym operator.

Replify now places **over 3,000 outbound billing calls per month**, transferring live members directly to staff when a payment issue is detected. This replaced hours of manual dialing and performed better than **ABC Ignite’s** outsourced collections service, which Club 24 had previously tested.



“We like to manage our own relationships, but our team was spending hours a day calling members about payments. Now Libby handles those calls automatically, and if someone picks up, it transfers straight to the front desk to resolve it.”



Val Nepomuceno

Director of Operations at Club 24 Concept Gyms



In addition to billing automation, Club 24 began using HeyLibby for **targeted outbound campaigns**, including:

- + **Member reactivation:** Calling former members with promotional offers or updates.
- + **Insurance-based memberships:** Contacting eligible members 65 and older to promote insurance-covered programs like Renew Active and Silver&Fit.
- + **Lead nurturing:** Following up with trial members and guests who toured but didn't enroll.

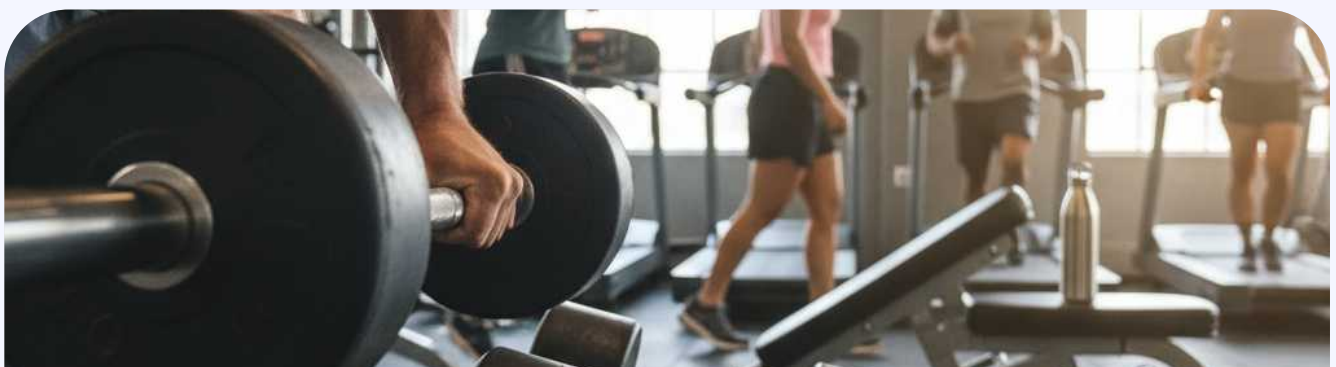
Using call data, Val and his team optimized timing for each campaign—for example, placing insurance-related calls between **9 and 11 a.m.**, when pickup rates are highest among seniors.

Through these unique use cases, Club 24 has made HeyLibby a core part of its communication strategy, covering inbound service, billing recovery, and revenue-generating outreach through a single AI platform.

The AI Results for 7-Location Club 24

After full deployment, **Replify AI** became an embedded part of Club 24's daily operations—managing both inbound and outbound communication across every location. The system now automates over **6,000 total calls per month**, including **3,010 billing follow-up calls**, saving **65.16 staff hours monthly**.

The outcome is not only labor savings but also a structural improvement in how Club 24 interacts with members. Calls that once went unanswered are now resolved instantly, and billing issues that previously took days are handled in real time.



Key Results:

6,000+ total
calls
automated
monthly

3,010 billing
follow-up
calls
automated

65.16 staff
hours saved
each month on
billing calls

Consistent
member
communication
across all
seven gyms

Reduced
missed calls
and faster
payment
resolution

Higher staff
availability for
sales and in-
person
service

Val reports that team morale improved significantly after rollout. Staff now spend more time on member engagement, tours, and retention, rather than on repetitive phone tasks.



“Replify acts like an extra employee at every location. It doesn’t just answer the phone—it calls members, resolves payments, and lets our staff focus on what actually grows the business.”



Val Nepomuceno

Director of Operations at Club 24 Concept Gyms



For multi-location operators, the Club 24 results demonstrate the scalability of AI communication. With no new hires and minimal IT involvement, the company replaced manual phone labor and vendor costs with a consistent, data-driven system that operates 24/7.

How Club 24 Turned AI Into a Scalable Advantage

The Club 24 Fitness rollout shows how **Replify AI** can help multi-location operators run more efficiently without adding headcount or relying on expensive outsourcing vendors. By automating both inbound and outbound communication, Club 24 improved member responsiveness, shortened payment cycles, and gave staff more time to focus on high-value, in-person work.

This success reflects a broader trend. **Gold's Gym, UFC Gyms, Zoom Tan, Arena Sports,** and other operators are using HeyLibby to automate and standardize communication across hundreds of locations. The platform is fast to implement, easy to update, and measurable in weeks.

For gym chains, franchise systems, and portfolio operators, the strategic value is clear:

- 1 Operational efficiency:** Automate thousands of repetitive interactions while maintaining accurate, brand-consistent communication.
- 2 Cost control:** Reduce reliance on third-party billing or call-center vendors.
- 3 Member focus:** Free front-desk and management teams to spend more time driving sales, service, and retention.

Replify provides a scalable way to achieve these results across every location—improving efficiency, member experience, and overall operational performance.





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results like this?

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