

Replify

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Replify AI Case Study

10X Leads: How Gold's Gym DC Metro is Using AI to Capture Leads and Increase Revenue

Speed-to-Lead with AI →
Higher Memberships and Reclaiming Staff Time





With Replify we've seen a 10X increase in leads because their AI captures leads instantly, steers them to sales, and delivers consistent follow-up. It's like training a salesperson once, and they never forget."



Chris Prevatte

VP Sales & Operations, Gold's
Gym DC Metro

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Executive Summary

Gold's Gym DC Metro, the #1 gym in the Washington D.C. metro area, operates 20 locations with sales and operations led by corporate veteran **Christopher Prevatte**. Facing challenges with missed calls, slow follow-up, and leads slipping through the cracks, Chris set out to find a better system.

After a competitive trial across multiple vendors, Gold's Gym DC Metro chose **Replify's AI sales and support agent**. The results were clear:

HeyLibby has become both a membership growth engine and a time-saving tool across all 20 locations.


10x

Growth in leads captured


Faster
decision
cycles

Prospects moved from
inquiry to membership in
3–5 days instead of 30


24/7

Better customer experience
with instant, 24/7 responses
and consistent follow-up



Background: Gold's Gym DC Metro's Push for Improved Processes and Software

When Chris stepped into his VP role at Gold's Gym DC Metro, the business was expanding fast, but sales processes weren't keeping up.

- + **Leads weren't being captured consistently.** Calls went unanswered or untracked.
- + **Follow-up lagged behind.** Sales cycles stretched out to 30 days, long past the point when most prospects had already joined another gym.
- + **General Managers were stuck behind desks.** Instead of spending time with members, they were juggling phones and lead management.

Chris knew the key metric was **speed-to-lead**: in today's market, most membership decisions are made within days, not weeks.



★ Evaluating AI Sales and AI Receptionist Vendors

With deep experience from Gold's Gym Corporate, Chris approached the AI market with rigor. He vetted more than a dozen vendors and narrowed the field to two finalists. Each was given **five locations in a head-to-head trial.**

- + The competitor: a large international AI firm with a polished pitch, a long client list, and promises of a “robust dashboard.” In reality, the rollout was slow, painful, and failed to deliver consistent results.
- + **Replify:** onboarding was smooth, support was responsive, and integrations were faster than promised. Chris described the difference as night and day: “With Replify, I didn’t feel like I was getting the can kicked down the road. Instead of excuses, I got progress.”

The trial made the decision clear. The competitor was cut, and **Replify was rolled out to all 20 Gold’s Gym DC Metro locations.**



Winning AI Solution: Replify AI Agent

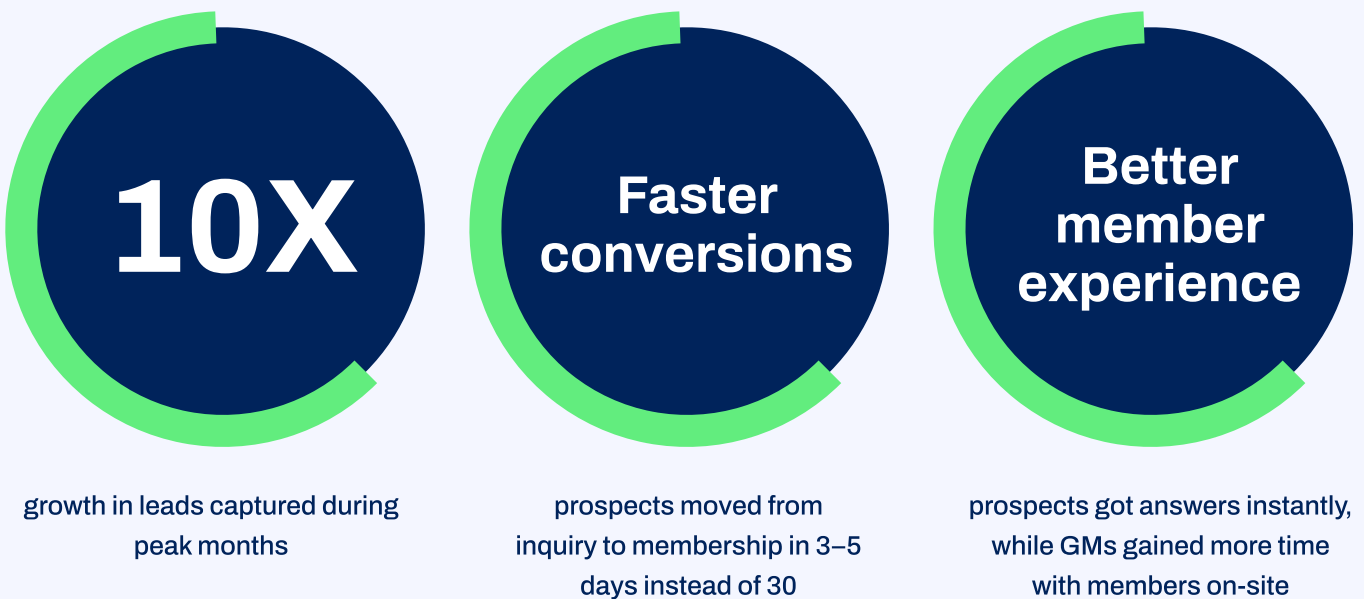
Gold's Gym DC Metro chose Replify for its ability to deliver where others couldn't:

- + Instant Lead Capture: Every call, email, and text is answered and logged.
- + HubSpot Integration: Easy setup, built for the tools the team already uses.
- + GM-Friendly: Simple enough for general managers to use without pulling them away from the floor.
- + Responsive Support: Direct, transparent communication with the Replify team.

Unlike competitors that over-promised and under-delivered, Replify adapted quickly to the unique needs of a fitness franchise.

Results: Real Growth and ROI from AI

The impact was immediate:



Chris summed it up: “Replify freed our general managers from their desks, gave prospects answers right away, and made our customer experience more consistent.”

Unexpected Win: Internal AI Agent

Beyond lead capture, Chris and his team also deployed Replify as a digital handbook for staff.

Employees now use an internal AI agent to ask questions about policies, freezes, cancellations, and PTO. This reduced HR workload, sped up onboarding, and improved staff confidence in serving members.

AI & Multi-location Fitness & Wellness Conclusion



With Replify's AI sales agent and AI receptionist, we're capturing nearly 10x more leads and converting them faster, which has translated directly into new memberships and revenue, while freeing up our GMs to deliver a better member experience.



Chris Prevatte

VP Sales & Operations, Gold's Gym DC Metro

By partnering with Replify, Gold's Gym DC Metro turned AI into both a membership growth engine and a scalable support system for its 20-location franchise.





Ready to see
results like this?

Trusted by



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