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Replify AI Case Study

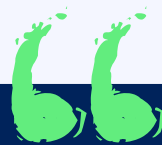
AI Case Study at Arena
Sports: 24 X 7 instant
response and over 60% of
inquiries automated

10X 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.



Bryan Graff

Director of Operations at Arena Sports

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Executive Summary

60%

incoming
inquiries handled
automatically

24/7

response
hours

15%

reduction in labor
costs

10X

return on
investment

Arena Sports, a multi-location recreational sports provider in Seattle, was overwhelmed by high call and email volume, rising labor costs, and the growing demands of in-person and virtual service. They partnered with Replify to automate customer inquiries across all channels, both inbound and outbound.

Within days, Arena Sports rolled out heyLibby's AI receptionist at all five locations. The result: **60%** of incoming inquiries handled automatically, **24/7** response even outside of business hours, a **15%** reduction in labor costs, and a **10X** return on investment. Arena Sports improved operational efficiency, customer satisfaction, and freed staff to focus on in-person service.



About Arena Sports

Arena Sports operates five large recreational sports facilities in the Seattle area, serving thousands of families and athletes. Their facilities offer a range of year-round leagues, classes, camps, and events. As a regional leader, Arena Sports must deliver fast, reliable customer service across multiple channels, balancing the needs of on-site guests with hundreds of daily virtual inquiries.

Learn more about Arena Sports at www.arenasports.net



Background: The Challenge

Arena Sports, a premier provider of recreational sports facilities with five large locations in the Seattle area, faced growing operational challenges as customer inquiries increased. Customers were reaching out via email and phone 24/7, including outside of business hours, which led to delayed responses and a poor customer experience. The situation was exacerbated by several key challenges:

- + **High Call and Email Volume:** With inquiries arriving at all hours, the on-site staff struggled to respond quickly, especially when locations were closed. This created a frustrating experience for customers looking for immediate answers.
- + **In-Person vs. Virtual Demands:** Staff at each location were responsible for handling both in-person customer service and incoming calls/emails. Juggling these tasks made it difficult to prioritize on-site customers without neglecting inquiries.
- + **Misrouted Calls:** Many customers mistakenly called the wrong location, leading to unnecessary delays and confusion.
- + **Repetitive Questions:** A significant portion of incoming inquiries involved routine questions—such as hours of operation, pricing, and program details—which diverted staff attention away from sales and more complex tasks.
- + **Outbound Calling Challenges:** Arena Sports also faced difficulties managing outbound calls to customers, particularly for programs where sign-up deadlines were fast approaching. These calls were delegated to staff, but the process was hard to manage and often not completed consistently, resulting in missed opportunities and inefficiencies.
- + **Increasing Labor Costs:** With labor expenses rising, Arena Sports needed a solution that would allow them to provide exceptional customer service while managing costs efficiently.

Solution: Use AI for inbound and outbound communications

Arena Sports turned to Replify, an AI receptionist service that provides immediate, automated responses to customer inquiries across multiple channels, including chat, text, phone, and email. The Replify team worked closely with Arena Sports to set up the solution quickly and effectively:

-  **Rapid Implementation:** Replify's team collaborated with Arena Sports to configure the AI receptionist system to address the most common inquiries and workflows. The initial setup was completed in a matter of days.
-  **Early Testing:** Arena Sports conducted early tests at select locations, and the results were overwhelmingly positive. Customers received faster responses, and staff reported significant reductions in time spent handling routine inquiries.
-  **Full Rollout:** After the successful pilot, Replify was rolled out to all five Arena Sports locations. The system was integrated to handle inquiries across all major communication channels—chat, text, phone, and email—ensuring a seamless customer experience.
-  **Outbound Calling Success:** In addition to handling incoming inquiries, Replify's outbound calling service enabled Arena Sports to contact hundreds of customers in just minutes. This capability was particularly valuable for reaching out to customers about program sign-up deadlines, ensuring timely communication. The process was consistent, efficient, and delivered strong results, helping Arena Sports maximize program participation without overburdening staff.



Results: A Transformational Impact

By leveraging Replify's AI receptionist, Arena Sports achieved measurable improvements in operational efficiency, customer experience, and cost savings. Key results include:

Automated 60% of Incoming Inquiries: Replify successfully handled approximately 60% of incoming customer inquiries automatically. Routine questions—such as location hours, program availability, and pricing—were answered instantly, 24/7, regardless of whether locations were open or closed. Replify was also able to handle more complex queries, such as recommending specific programs to parents based on their child's age and interests, and then providing direct links to sign up, simplifying the process and enhancing customer satisfaction.

Improved Follow-Ups for Complex Needs: For the 40% of inquiries requiring human intervention, Replify streamlined the process by logging all customer conversations into a centralized database (Google Sheets). This allowed Arena Sports staff to follow up quickly and efficiently, ensuring no customer inquiry was missed.

Accurate Call Routing: The AI receptionist ensured that customers were directed to the correct location or representative when human intervention was necessary, eliminating misrouted calls and improving customer satisfaction.

Actionable Insights: Replify provided Arena Sports with valuable data by categorizing and analyzing customer inquiries. This allowed the company to identify areas for improvement on their website and in their overall communication strategy, reducing the frequency of repetitive questions. For example, in October, Replify provided an analysis of categories for which Replify wasn't able to provide answers. This enabled the Arena Sports team to update the receptionist (and their website) with specific information to reduce follow ups.

Distribution of Convo's Needing Follow Up

Class inquiries **48%**

Event inquiries **38%**

Membership inquiries **6%**

Pricing and refunds **8%**

Labor Cost Savings: By automating a large portion of customer interactions, Arena Sports achieved an initial wage cost savings of approximately 15%. The cost savings alone generated an ROI of 10X for the product. These savings are expected to increase over time as the AI system continues to learn and optimize its responses.



Conclusion

By partnering with Replify, Arena Sports has transformed how they handle customer inquiries, achieving a faster, more reliable, and cost-effective solution. Replify's AI receptionist has not only improved customer satisfaction but also enabled the company to focus on growth and operational excellence. Arena Sports now has a scalable solution to meet customer needs **24/7** while managing labor costs effectively.

About Replify AI

Replify AI is the modern digital team member trusted by multi-location health, wellness, and fitness operators to handle inbound and outbound calls, emails, texts, and chats—24/7. Built for scale, Replify automates 74% of business inquiries (including 85.5% of calls about hours and 61.9% of treatment questions), freeing your staff for high-value, in-person service.

With Replify, businesses can:

- Instantly answer routine questions about hours, locations, and services.
- Facilitate appointment scheduling and outbound follow-ups with no wait.
- Seamlessly escalate complex requests to live staff, so no opportunity is missed.

Provide a white-label AI solution fully integrated with your CRM, BPO, or member management platform.

Proven Results:

Across thousands of locations and hundreds of businesses Replify handles the majority of customer inquiries without staff intervention, reducing after-hours workload, and delivering measurable gains in customer satisfaction and operational efficiency.



Create your own **Replify** in seconds and share it on your website, SMS, or phone lines. Choose from a free chat-only plan or upgrade for full omnichannel automation.

Trusted by



Book a Demo

