

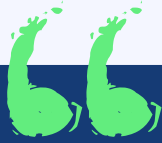
Replify

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Replify Case Study

Premier Sportsplex:
Automating 65% of
calls with AI giving staff
hours back to focus on
members in person



We can't hire a full-time staff to handle emails and calls. Replify responds to customers 24/7, allowing us to focus on a great in-person sports experience



Brandon Hughes

General Manager at Premier Sportsplex

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A Facility That Never Slept

Running a multi-sport facility sounds exciting, but behind the scenes, it often means nonstop phone calls, endless emails, and staff scrambling to keep up. At Premier Sportsplex and its sister brands — Premier West, Next Level Texas, Apex Center, and Ultimate Cheer Lubbock — that was daily life.

Parents called with last-minute questions about basketball leagues. Families wanted to know the pricing for memberships. Others needed to cancel or change reservations. Phones rang during practices, coaches paused mid-session to answer, and front desk staff spent more time juggling calls than welcoming families in person.

Hiring more full-time staff wasn't realistic, but leaving calls unanswered wasn't an option either.



The game is on

Bringing in an AI Teammate

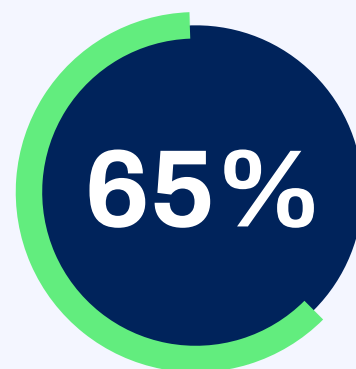
That's where Replify came in. Acting like an always-on receptionist, Replify was deployed across phone, text, chat, and email. Setup took days, not weeks, and almost immediately the pressure on staff dropped.

Replify handled routine questions instantly — hours, pricing, rentals, program info — and escalated only the calls that truly required a human touch, like cancellations or complex membership issues. The system even routed calls correctly across Premier's different facilities, reducing mix-ups and wasted time.

For the first time, families could get answers at 10 p.m. on a Saturday just as quickly as at 10 a.m. on a weekday.

The Results: 65% of Calls Fully Automated

Within months, Replify was fully automating 65% of incoming calls. That's the equivalent of adding another full-time receptionist without the payroll.



The data showed:

- + Memberships and cancellations made up most of the calls that still needed staff, giving management a clear view of where to improve processes.
- + Routine inquiries — pricing, hours, and general facility information — were resolved almost entirely by HeyLibby.
- + Automation scaled steadily month over month. By April 2025, nearly 50 inquiries a month were handled entirely by AI without a staff member ever lifting the phone.

(Charts: Escalated vs. Not Escalated by Category and Month)

A Clear Before and After

Before Replify

Parents sat on hold during peak hours.

Coaches were pulled away from practice to answer the phone.

Families waited until business hours for responses.

Staff were frustrated, stretched, and reactive.

After Replify

Calls answered instantly, day or night.

Staff free to focus on coaching and customer service.

Clear visibility into what kinds of calls still required escalation.

Families impressed by fast, consistent responses.

Why It Matters

For Premier Sportsplex, Replify isn't just answering phones. It's giving back staff hours, improving customer satisfaction, and ensuring families get quick responses across every brand.

The business case is simple: automation equals efficiency. By automating 65% of calls, Premier Sportsplex turned a customer service bottleneck into a competitive advantage — all without adding headcount.



Ready to see
results like this?

Trusted by



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