



Raydiant is a "Game Changer" for This CrossFit Gym

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"We use it to virtually train our members—and during COVID-19, it was the only thing that kept us going. In fact, even with the gym closed for those months, we lost less than 1% of our members during that time because of our virtual classes."

STEPHANIE JONES, PARTNER AND COACH CYNGYM

CynGym boosts walk-in memberships, engages and informs members, and takes the work out of scheduling workouts with Raydiant.

CynGym is a CrossFit-affiliate gym that opened over ten years ago, in 2008. They have one location in Rancho Cucamonga, California, and its growing quickly. The gym has a robust member base that spans generations and descriptions. Student athletes, stay-at-home moms, grandparents—they can all be found performing WODs (or workouts of the day), lifting and pressing their way to a stronger, healthier body. So when CynGym approached us needing digital signage, we knew that our robust, flexible system was up for the challenge.

We talked to CynGym's Partner and Coach Stephanie Jones, who is also a happy Raydiant customer, about how the platform has helped to engage their members and boost membership sales. Here's what she had to say:

Increasing Sales with Engaging, Informative Welcome Signage

"We thought about bringing in Raydiant initially because a CrossFit gym isn't your traditional gym, where there's sales reps and a host that checks people in," Jones starts. "There's usually a coach there training a group of people, and if someone comes in, they have to wait until after the class to talk to someone."

The CynGym team quickly reasoned that without a better way to capture walk-ins, their membership sales would stagnate. "We wanted a system that greeted customers and told them about our services, like a digital messaging board," Jones says. That's when they found Raydiant, a system that enabled them to create content built around their classes.

"Now, instead of someone coming in during one of our classes and waiting in the lobby for an hour with nobody talking to them," says Jones, "our Raydiant screen helps educate them on what CrossFit is, what our CynGym membership includes, and so on. We wanted a way to keep them engaged until we got a chance to talk with them, and Raydiant gave us that ability."

Jones quickly realized that the platform could be utilized in many more ways in the gym, from educating members on proper form to displaying workout details for that day's schedule. Here's how CynGym uses Raydiant to strengthen their brand while strengthening their members:



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Scheduling Workouts Gives Coaches More Time to Train

Aside from welcome messaging, Jones wanted to use Raydiant to schedule WODs ahead of time to make their training time more efficient and allow them more time to engage with members. "What Raydiant's done for us is that it's allowed for our coaches to go in and get right to work, instead of having to write out the workout on a board," Jones tells us. "Being able to post workouts is important in CrossFit. The workout is put on a board and the coach goes over the it, step by step. With Raydiant, all of that information is pre-loaded, and we can even schedule it a week, or even three weeks, out."

And because they often repeat workouts, Jones likes that you can record and save those workout details in the Raydiant interface. Plus, the Raydiant screen acts as a reference point for members during workouts, displaying each workout step in an easy-to-read format. Videos and images highlighting proper workout form and technique are also displayed on-screen as a safety measure against injury.

Fostering a Closer Connection Between Coaches and Members

Like many gyms, CynGym uses Raydiant screens to introduce staff and celebrate members. Along with their WODs, they show "meet the trainer" messaging—complete with photo and a short bio—of the coaches that will lead those workouts. It's a great way to build a personal connection between coaches and members, who often look to their coaches as sources of inspiration and motivation.

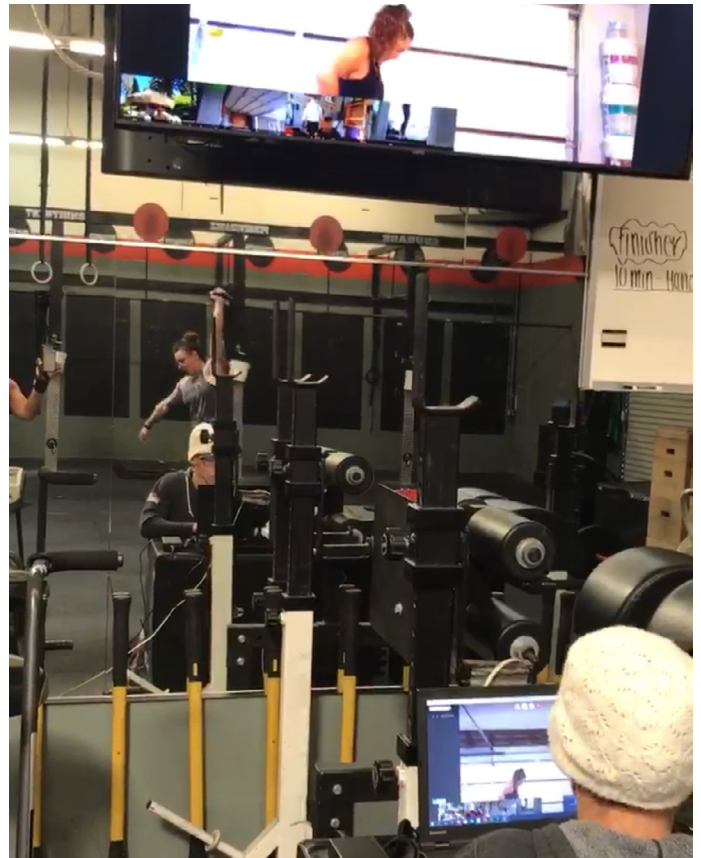
But coaches aren't the only ones being featured—CynGym uses Raydiant screens to showcase "member appreciation" days and pass on birthday greetings. With Raydiant's myriad of apps, which include digital poster-creator PosterMyWall, they have several easy design tools to choose from when looking to create designer-level content. They can choose from over 150,000 HD and 4K templates, including those with birthday and other special themes, and schedule it to display on a set day and time.

Virtual Workouts Delight Members and Expand Gym's Reach

"Raydiant has been a total gamechanger for us," Jones told us, saying that CynGym offers virtual classes through Raydiant's BlueJeans video conferencing app. "We use it to virtually train our members—and during COVID-19, it was the only thing that kept us going. In fact, even with the gym closed for those months, we lost less than 1% of our members during that time because of our virtual classes."

The gym is thinking of continuing the virtual classes because it was such a big hit with their members, says Jones. "I think virtual training is the future," she goes on. "People can work out from home, from a hotel room, or from anywhere. Or maybe they couldn't get into a class at the gym because it was booked—they can go to one of our virtual classes instead." Offering virtual along with live classes and trainings allows gyms to expand their member reach from any location and provide a more competitive membership package.

"It's worked out really great, and it's kept everybody engaged," says Jones about how Raydiant has affected business. "I would definitely recommend Raydiant to other gyms. I think there are several different ways that different gyms—not just CrossFit gyms—can use it to create a better member experience." The gym currently has one Raydiant device, but Jones says they are considering expanding to three in the near future.



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About Raydiant for Gyms & Fitness Centers

Raydiant's Experience Platform gives gyms the tools they need to attract new members and delight their current ones. This multi-functional system can be used as welcome signage in a gym lobby, as well as on the gym floor to display proper exercise form and technique. Promote new classes and fill current ones with attention-grabbing signage that members can see as they work out. Keep your signage up to date easily so that cancelled classes are immediately displayed, and new trainers are properly introduced.

Celebrate your members' fitness achievements and health markers with gorgeous on-screen content you can create in minutes using one of over 150,000 easy templates. Get members pumped with custom music playlists, show off your hi-res Instagram content on gym screens, conduct virtual group classes and training sessions—you name it, you can do it with Raydiant.