Tulare Local
Healthcare District

Staff Report

Date: 6/17/2024

Subject: *Evaluation and Recommendation for Switching from CSI (CSI Spectrum NG) Software to MindBody Software at Evolutions Fitness & Wellness Center*

Summary: This report evaluates the differences between our current CSI Software and the MindBody software, with a focus on identifying potential advantages of switching to MindBody. After a detailed comparison, it is recommended that we transition to MindBody to better align with our strategic objectives, enhance operational efficiency, and improve member satisfaction. MindBody is designed specifically for wellness and fitness businesses, while CSI Software (CSI SpectrumNG) caters to a broader range of facilities.

Cost:

- **CSI Software (Daxko):** $1,821.00 per month for core platform*; Credit Card Fees*: 4.00% transaction fee* with card present; 3.00% transaction fee* with card not present. *Approximate average rate, rates vary.*
- **Mind Body**: $759.00 per month for core platform – Ultimate Plus Package; *Credit Card Fees:* 2.20% transaction fee with card present; 2.90% transaction fee with card not present; $0.15 CNP per transaction fee.
- The overall monthly cost is anticipated to decrease by an average of 17.5% based on a 3-month transaction average (*January – March 2024*).

Monthly Average		
	CSI	MindBody
Monthly Base Rate	$ 1,821.00	$ 759.00
Transaction Fees (Approx.)	$ 4,904.00	$ 4,789.00
TOTAL	$ 6,725.00	$ 5,548.00
	% SAVINGS	17.50 %

Reporting and Analytics:

- **MindBody:** Offers customizable dashboards and detailed reports tailored to wellness businesses. Based on the demonstrations provided, reporting capabilities appear to be user-friendly and more easily automated and repeatable. MindBody also offers reporting features specifically designed for Healthways-Silver Sneakers.
- **CSI Software:** Extensive reporting capabilities, but broader in scope and less industry specific. Staff have found that the reporting capabilities in CSI are less than user-friendly and require a significant amount of time to extrapolate useful data.

Client Management and Engagement:

- **MindBody:** Advanced CRM tools and automated marketing campaigns to enhance client engagement and retention.
- **CSI Software:** Basic client management with less focus on marketing automation.

Mobile and Online Access:
- **MindBody:** Strong mobile app and online portal for client convenience and improved market penetration.
- **CSI Software:** Offers online access, but with less intuitive user experience.

Integration and Customization:
- **MindBody:** Seamless integration with third-party apps and customizable branding.
- **CSI Software:** Good integration capabilities but more focused on broader facility management needs.

Scheduling and Booking:
- **MindBody:** Superior online booking for classes, appointments, and workshops, supported by a user-friendly mobile app. Booking capabilities include space rental options, which could be utilized for managing use and access to the conference room and/or intensity room in Evolutions Plaza.
- **CSI Software:** Adequate scheduling capabilities, but less specialized for class and appointment-based services.

Identified Advantages of Switching to MindBody:
- **Enhanced Client Experience:** The user-friendly mobile app and online booking system will provide our clients with greater convenience, leading to improved satisfaction and member loyalty.
- **Improved Marketing and Engagement:** Automated marketing tools will help us effectively engage and retain clients through personalized email and SMS campaigns, leading to higher retention rates and member utilization.
- **Specialized Industry Focus:** MindBody's focus on wellness and fitness ensures that we benefit from features and updates that are directly relevant to our business model.
- **Operational Efficiency:** Streamlined scheduling, booking, and POS processes will reduce administrative overhead and improve staff efficiency, allowing us to focus more on member service.
- **Data-Driven Decisions:** Customizable dashboards and detailed reporting will provide us with actionable insights to make informed decisions, optimize operations, and drive growth.

Conclusion and Recommendation: The switch to MindBody presents a significant opportunity to enhance our operational efficiency, member engagement, and overall business performance. Its industry-specific features and capabilities align more closely with our strategic goals. **Therefore, it is recommended that the Board approve transitioning from CSI Software to MindBody to leverage these advantages and support our continued growth and success. Additionally, it is recommended that we purchase the premium conversion service to ensure a seamless and timely transition.**

Next Steps: Over the past several months, District and Evolutions staff have been performing clean-up work in the CSI software. However, additional clean-up is recommended before transitioning to the new system to ensure a fresh start and smooth transition. If the Board approves moving to MindBody software with the optional Premium Conversion Service, the remaining clean-up work will be completed by staff, after which data migration will be initiated through the Premium Conversion Service. During the conversion process, onboarding and staff training will be provided by MindBody to facilitate a seamless transition.

MindBody - *Ultimate Plus Package – * *$759.00/month*

- ✓ MINDBODY payments, processing rates (separate fees apply, attached)
- ✓ MINDBODY consumer app & Web listing
- ✓ Onboarding 1-on-1 setup assistance
- ✓ Business education resources
- ✓ Access on any device
- ✓ Online scheduling
- ✓ Schedule retention emails to re-engage and win back inactive clients
- ✓ Online booking with Branded Web Tools on your website and FB
- ✓ Smart Marketing Tools & Business and Staff Management
- ✓ Schedule classes, appointments, events, space rentals, etc.
- ✓ Unlimited 24/7 tech support
- ✓ 1-on-1 setup and software training (4-6 weeks)
- ✓ Enforcing, automating cancellation policies
- ✓ Waiver and Intake forms, agreements
- ✓ Integrated marketing light suite
- ✓ Mindbody (Class Check in App)
- ✓ Full reporting capabilities
- ✓ Offer online promotions
- ✓ Full core platform
- ✓ Auto emails/texts
- ✓ ADP for payroll
- ✓ Customer Success Manager – Access to one-on-one assistance with, lead management, marketing etc. best practices in your industry to make the most ROI in first 6 months on through YOUR 1st Year with MINDBODY
- ✓ Automations! e-mail, text & video campaigns allowing clients to re-up on a package or membership running low, track sessions and trigger responses to automatically go out to the right client with the right content at the right time!
- ✓ MINDBODY lead management – Manage your funnel, streamlining your sales pipeline
- ✓ MINDBODY Messenger – Real time chat with clients via web or SMS text
- ✓ Offer rewards programs, incentivize for referrals, classes attended etc.
- ✓ Integrated full suite advanced smart marketing
- ✓ Automate Entire Intake Experience
- ✓ Prompt clients to write reviews
- ✓ Unlimited 2-way SMS texting
- ✓ Custom Branded App - We design it, you review the design, and we place your business in the app stores so it's ready for your clients to download on either Apple or Android.
- ✓ Enhance, streamline client experience offering ability to book, schedule, buy directly from their phones, and any device
- ✓ Send automated push notifications to stay connected with your customers.

The information presented on this page is a summary of the information presented to District staff by MindBody representatives.

Optional Premium Conversion Service – *$1,999.00 one-time fee.*

Data types Mindbody can convert:

- Client contact and billing information
- Gift card info
- Formula notes
- Relationships
- Future booked appointments

- Account balances
- Past visit history
- Retail products
- Martial arts belts
- Remaining sessions

Businesses that have a Technical Account Manager can also convert autopay contracts.

Timeline and business owner touchpoints:

Conversions take 10–12 weeks to complete and converting data to a site is a shared effort between Mindbody and a business owner.

1. Business requests a conversion — usually during a training or welcome call.
2. Business sends data to Mindbody to start the project.
3. Mindbody Conversion Specialist contacts the business by phone to discuss the data, business needs, and to describe the conversion process.
4. Business owner completes a mapping file, which is discussed in your call.
5. Business owner sends the most current set of data to the Conversion Specialist.
6. The Conversion Specialist performs the conversion.
7. Business owner checks their site and reports for accuracy.

The information presented on this page is a summary of the information presented to District staff by MindBody representatives.

The branded mobile app

Your brand in the palm of their hands.

More engagement. More exposure. More earning power. Over 75% of consumers are more likely to make repeat purchases from businesses that personalize their experience,* because retention is all in the details. Put your details front and center in a branded app.

A personalized app elevates your customer experience and strengthens your brand. (And it costs much less than an app developer.)

Here's what you get

One hub for maximum engagement

Whether you have one location or many, it's all in one centralized app. Clients can book and buy, join virtual classes, and manage memberships for themselves and members of their family—right from their phones.

A personalized experience

When customers can pre-book their favorite spot in class and track their progress and milestones, their experience with your brand truly feels personal. You can also give them 24/7 access to virtual options like live streams and your video library.

Laser-focused connections

Deliver your messages right into their hands with announcements, promotions, automated reminders, and win-back offers. Push notifications and designated home screen banners give clients a direct connection to your business.

Here's how to get it

1
We design your app

Using your logo, colors, schedule, and pricing, we customize your app to the look and feel of your brand.
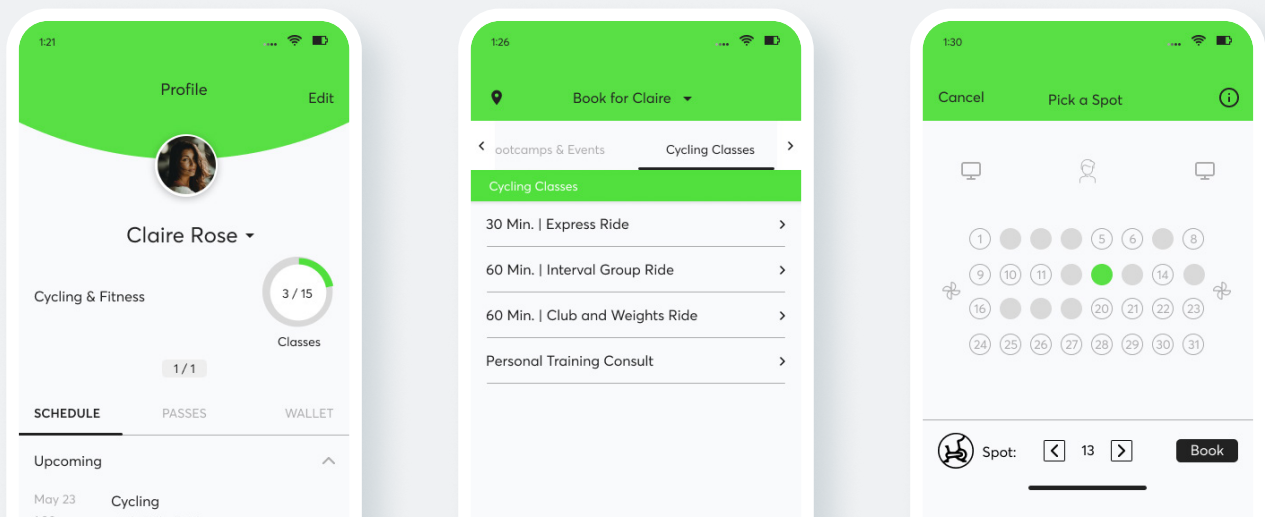
2
You review the design

With your feedback, we ensure your app looks just the way you envision it.

3
Your business network debuts in the app stores

We help place your app in the app stores, ready for your clients to download and fall in love with your brand all over again.

Mindbody has the tools to support and grow your brand. We've got your personalized customer experience covered.

What could a branded app do for your business?
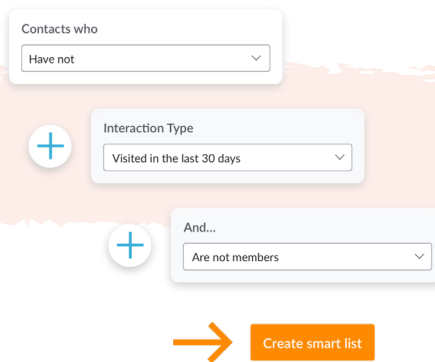
mindbody

It costs 5x more to acquire a new customer than to retain an existing one.

What is your customer retention strategy?

Here's what Marketing Suite can do to retain your clients and boost your business.

Contacts who
Have not

Interaction Type
Visited in the last 30 days
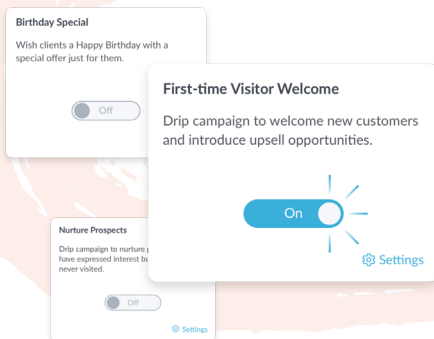
And...
Are not members

Create smart list

Get the right message to the right people.

Use unlimited segmentation to target contacts based on visit history, membership status, purchase history, and more.

Push contact lists, campaigns, and automations to all your locations.

Send automated personalized email and SMS marketing.

Convert drop-ins and rescue lost customers with perfectly timed reminders to keep your brand top-of-mind.

Drive sales with a frictionless booking experience.

Promote any offering, service, or promotion from your business software.

Birthday Special
Wish clients a Happy Birthday with a special offer just for them.

Off

First-time Visitor Welcome
Drip campaign to welcome new customers and introduce upsell opportunities.

On

Settings

Nurture Prospects
Drip campaign to nurture prospects have expressed interest but never visited.

Off

Settings

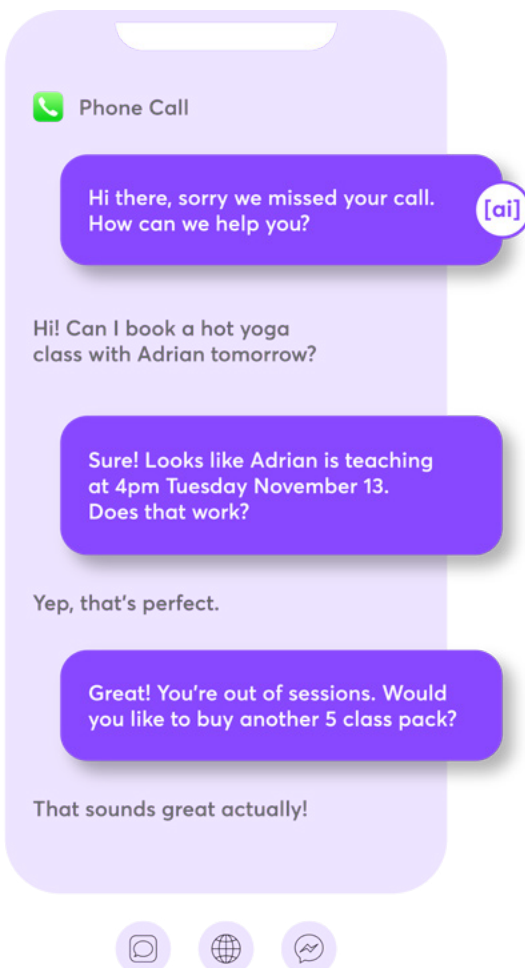### Promote word of mouth marketing.

Build trust and credibility among current and potential clients with ratings and referrals.

Measure and track each location's customer loyalty and satisfaction scores.

Win back lost customers, drive bookings, get feedback, encourage positive reviews, and automate your email and SMS marketing.

Grow your business with AI-powered messaging and booking.

Messenger[ai], your 24/7 AI assistant, gives you freedom and peace of mind by automatically responding to missed calls, driving sales and bookings, and answering questions.

David

📞 Phone Call

Hi there, sorry we missed your call. How can we help you? **[ai]**

Hi! Can I book a hot yoga class with Adrian tomorrow?

Sure! Looks like Adrian is teaching at 4pm Tuesday November 13. Does that work?

Yep, that's perfect.

Great! You're out of sessions. Would you like to buy another 5 class pack?

That sounds great actually!

📱 Stay connected with 2-way messaging

- Automatically text back clients who call when you can't answer
- Automate follow-up texts to first-time visitors
- Send texts to multiple clients and staff with just one click

📈 Drive revenue with best-in-class AI booking

- Increase client engagement with a 98% SMS open rate
- Let clients book a class or appointment over text or webchat
- Easily sell packages and memberships over messaging

📨 Handle client inquiries with 24/7 coverage

- Focus on the client in front of you and let **Messenger[ai]** handle the rest
- Save time answering frequently asked questions with automated responses
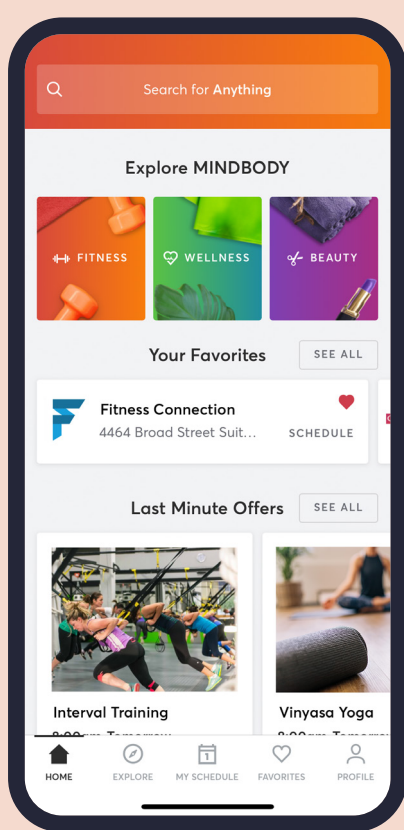- Manage communications in one place (no more sticky notes!)

MINDBODY®

Why Your Business Needs to Be on the MINDBODY App

1.3 million users

The MINDBODY app is a thriving community of over 1.3 million US consumers who actively search for and book fitness classes and beauty and integrative health appointments.[1]

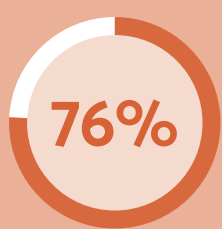## 145,911 new customers

That means the MINDBODY app brings, on average, nearly 145,911 new customers to businesses on the app monthly.[1]

3.7 million bookings

Each month, they book over 3.7 million US classes and appointments—that's over 5000 bookings an hour.[1]

Search for Anything

Explore MINDBODY

FITNESS   WELLNESS   BEAUTY

Your Favorites   SEE ALL

Fitness Connection
4464 Broad Street Suit...   SCHEDULE

Last Minute Offers   SEE ALL

Interval Training   Vinyasa Yoga

HOME   EXPLORE   MY SCHEDULE   FAVORITES   PROFILE

MINDBODY app users are the customers you want, because they...

MINDBODY app user[2]		Average American[3]
76%	**Work out more.**	**41%**
work out three times a week or more.		work out three times a week or more.
86%	**Love group fitness.**	**23%**
join a weekly group fitness class.		join a weekly group fitness class.
82%	**Book a lot of appointments.**	**61%**
have booked beauty/spa appointments in the past six months—15% booked 10 or more appointments.		booked at least three beauty services, and 36% booked at least three wellness services in the past year.
$108,000	**Make more per year.**	**$56,000**
Fitness **$102**		Fitness **$21**
Beauty **$78**	**Spend more monthly.**	Beauty **$32**
Wellness **$65**		Wellness **$22**
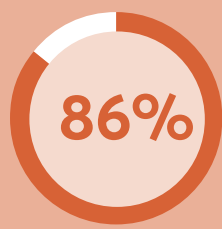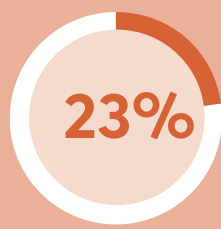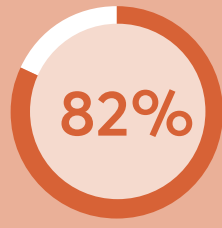
MINDBODY app users are booking classes and appointments now. Make sure they find your business.

Get on the App

mindbody Customer Success

Make the most of your Mindbody investment!

Our Customer Success Managers will work with you to understand the goals and needs of your business and pair that with industry best practices to set you up for success.

Customer Retention

Feedback & Reviews

Revenue Growth

Get help implementing our robust retention tools and advanced features to meet your ambitious goals and beyond.

Schedule Optimization

Marketing Retention

Pricing Strategy

Intro Offer Conversion

Brand Expansion

Digital Presence

6-Month Relationship

- Complete your site set up & staff training with an Onboarding Specialist
- Meet your Customer Success Manager (CSM)

- Review your business goals with your Customer Success Manager
- Agree on a Success Plan
- Dive into Marketing Suite & industry best practices to achieve goals
- Check in on Success milestones

- Measure impact of Success Plan & Mindbody tools
- Determine next steps for success beyond 6 mos

Weeks 1 - 4

Weeks 5 - 20

Weeks 21 - 24

Based on the business's average monthly processing volume, we're happy to offer them the following rates with Mindbody Payments:

Rates
- **2.2%** for tap, chip, or swiped transactions
- **2.9% + $.15** for online, keyed-in, and stored payments
  (**No monthly fees**, no minimum, just pay per transaction)

Based on the businesses fee estimation and our analysis with the provided statements, the organizations Effective Merchant Discount Rate (EMDR) or your all- in cost with Gains is around 3.05% and our offered rates are projected to decrease the average cost for processing by approximately $115 per month. **This projection is considering that 16% of transactions are processed as card present and 84% are processed as card not present.**

It's important to note that this is an estimate based on the provided 3 months worth of processing statements, and that the estimated averages will fluctuate depending on both the total volume processed, the payment method to which the cards are taken, and the Interchange costs dictated by the card networks.

Avg Monthly Volume	$160,785
Total # of Locations (or projected amount)	1
Card Present (estimated % of total transactions)	16%
Card Not Present (estimated % of total transactions)	84%

Fee Type	Gains	Mindbody Payments	Avg Monthly Vol.	Avg. # Monthly Txn	Approx. Fees Competitor	Approx. Fees Mindbody Payments
Qualified: Card Present		2.20%	$25,726			$566
Non-Qualified: Card Non-Present		2.90%	$135,059			$3,917
ACH	3.05%	1.00%	$0		$4,904	$0
CP Per Transaction Fee		$0.00		389		$0
CNP Per Transaction Fee		$0.15		2041		$306
ACH Per Transaction Fee		$0.50		0		$0
Est. Fee Totals					$4,904	$4,789
Est. Fee Difference (monthly)	$115					
Est. Fee Difference (annual)	$1,383				New Approx. EMDR	
						2.98%

Not only are our rates lower, the added value of the **integrated merchant account** will compensate the organization by offering profit driving functionality, minimizing the time spent on labor intensive tasks, providing in-house support, and retaining level 1 Gold Standard PCI Security Compliance. These rates were evaluated in comparison to other organizations of similar size and processing volume and reflect the value of an integrated solution.

What are the benefits to integrated payment processing?

With MINDBODY integrated processing, in addition to meeting the highest security requirements for safe processing, we offer additional features that generate profit and give you time back to focus on other areas of your business.

Here are some of the new and existing tools we've added to streamline your business and help you grow:

- **Access to Mindbody Capital** - Mindbody Capital offers businesses funding that they can use to manage their short-term cash flow needs or make investments into their business. Mindbody Capital offers are presented in the Mindbody software and are based on sales made through your integrated payment processing account.
- A unified merchant account for online store, in-person, and Mindbody app purchases
- Allows you to safely store credit card info for auto-paid memberships, future bookings, no-shows and cancellations
- Chip, tap, and Apple, Google, Smart/Samsung Pay for in-person transactions
- Online purchasing through your website
- Credit card auto-batching and robust sales reporting
- **24-hour marketing for your business** and conveniency in online booking for your client via the **Mindbody App** - **24/7 online sales!**
- A **one-stop shop for all your Support** needs by having a software provider that also has full visibility into your processing

Rates are evaluated for all merchants on the same size and volume criteria. We aim to provide fair and competitive pricing that reflects the value of an integrated solution.

Please let me know if you have any questions – happy to help!