From Front-Desk Lines to Frictionless Joins – How Chuze’s App Became the #1 Sales & Service Channel

*Significant operational savings and record-high digital engagement — all in under 12 months.*

**About the Client**

**KEY HIGHLIGHTS**

37 %

of all new memberships now originate in-app

70%

reduction in manual cancel/upgrade work

3x

Growth in Buddy activity through the app

Chuze Fitness is a HVLP gym chain with over 60 gyms across seven states. They lead with heart—putting people first through inclusive spaces, affordable access, and a powerful “All Excuses Welcome” mindset. From personal growth to community support, they champion every unique fitness journey while creating a safe, judgment-free zone where everyone feels welcome, seen, and empowered to show up—no matter where they start.

**Challenges**

Chuze Fitness set out to reduce labor costs and modernize the member experience by shifting joins, upgrades, and cancellations from the front desk to the palm of the hand. Their legacy app was difficult to update, and key member features—like Buddy Pass and Rewards—were isolated from the core digital experience. In addition, FTC’s upcoming “Click-to-Cancel” rule required a compliant and automated cancel flow.

| **Pain Point** | **Impact** |
| --- | --- |
| Earlier mobile app limitations | Difficult to add new features |
| Front-desk reliance for joins/upgrades/cancels | Lines, staff cost, lost opportunities |
| Siloed loyalty & referral kiosks | Low usage; inconsistent UX |
| FTC Click-to-Cancel compliance deadline | Risk & manual workaround |
| Limited digital upsell paths | Revenue left on the table |

**What We Did**

DXFactor partnered with Chuze to deliver a custom mobile app tailored to their membership workflows, sales goals, and engagement priorities. FitTech Services provided full Technical Project Management, leading agile development, coordinating off‑shore teams, and managing seamless integrations, ensuring a smooth rollout and minimal disruption to Chuze’s operations.

Phased Feature Rollouts Included:

* Join Online
* In-App Upgrades to higher-revenue plans
* Automated Cancel Process (FTC-compliant)
* Buddy Pass
* Challenges and Streamlined Rewards Enrollment

**Solution**

* **Feature Rollout Timeline**

| **Quarter** | **Release** | **Key Outcomes** |
| --- | --- | --- |
| **Q4 2024** | **Upgrades v2 (in-app)** | 40% now completed in-app |
| **Q1 2025** | **Cancel Process Optimization** | 70% of cancels now automated |
| **Q1 2025** | **Challenges and Rewards Enrollment Streamlined** | Boost in reward enrollments |
| **Q2 2025** | **Buddy Pass** | ↑ 3x increase in monthly Buddy activity |

* **Technical Highlights**
  + Mobile Stack: Native Android & iOS
  + Backend: Node.js
  + MRM Integration: ABC Ignite, Perkville
  + Third-party SDKs: Firebase, Instabug
  + Security: Fingerprint (Android), Face ID (iOS)
  + Compliance: Role-based access, audit logs, CCPA compliant
* **Outcomes (Measured May 2024 – May 2025)**

| **KPI** | **Baseline** | **YTD** | **Δ Percentage Points** |
| --- | --- | --- | --- |
| Joins completed in-app | 6.96 % | 48.34 % | **↑ +41.38 PP** |
| Upgrades self-served | 0 % | 39.9 % | **↑ +39.9 PP** |

**Benefits & Outcomes**

The implementation of the mobile app in collaboration between FitTech Services and DXFactor has delivered measurable value across multiple areas of Chuze Fitness’s business:

* Decreased cost-to-serve: Labor savings exceeded the cost of development within the first year by shifting high-volume transactions—like joins, upgrades, and cancels—from staff to self-service.
* Digital sales channel dominance: In-club sales dependency dropped from 60% to 30%, with the mobile app becoming the primary channel for new joins and upgrades.
* Improved revenue mix: In-app upgrades led to a stronger mix of higher-revenue membership plans.
* Regulatory readiness: A compliant, automated cancel flow was deployed ahead of FTC’s Click-to-Cancel enforcement timeline.
* Increased engagement and retention: Native integration of Rewards, Buddy Pass, Challenges elevated member involvement and long-term satisfaction.
* Operational efficiency and member convenience: Staff are now freed up for high-value interactions, while members enjoy faster, frictionless access to core services.
* Modernized brand experience: The mobile-first transformation reinforced Chuze’s reputation as a forward-thinking, member-first fitness brand.

**CLIENT QUOTE**

[Ask Andrew Brady or Chuze leadership to provide a quote here about operational impact, collaboration, or member response.]

Let’s Build the Future of Fitness. Together.

Learn how DXFactor helps gym brands transform digital intent into measurable outcomes.

[CTA – Contact Us or Learn More]

**App screenshots:**

   