MAD

Achieving a 93% attendance rate: the magic of MAD x bsport

About MAD
Let us introduce MAD, London's first Lagree studio. It is the vision of Co-Owners Mona and Nour, who started the journey in 2023.

Across their two beautiful studio spaces in London, their core offering is Lagree; a full-body workout method that combines high-intensity, low-impact strength and cardio training with the muscle-shaping precision of Pilates.

Their mission
"To cultivate a close-knit community of fitness enthusiasts who embrace the power of high-intensity, low-impact workouts." Strength in body in mind is what members will find at MAD.

Their previous challenges

When managing a growing a studio that was quickly gaining prominence in London's boutique fitness scene, Mona & Nour knew there was a better way.

Time-consuming process to train staff

With a team upwards of 25-30 people at any given time, the the studio's owners had to spend precious time training staff not only to teach at their studio, but how to navigate a difficult-to-use platform. With Mindbody, they **did not feel that staff members could be self-taught,** resulting in a longer process to get each teacher independently using the platform.

Support that left them hanging

Previous to bsport, MAD studio staff did not feel that their management platforms were there for them, missing that customer-centric human aspect. With chat that **didn't quickly resolve their needs** and spotty service, they were not fully supported.

"One of the things I really value about working with bsport is the level of support. There's always been a sense that together, we'll find a solution."

How bsport supports them today

Keeping classes full and members happy
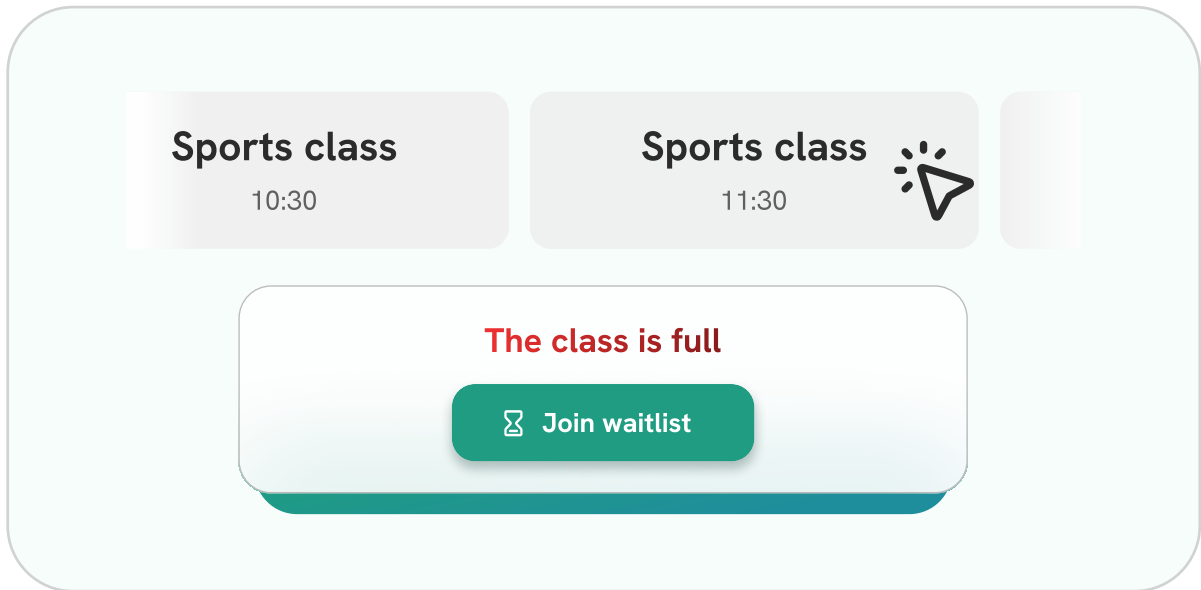
Waitlist + no-show management

bsport's waitlist feature is the perfect way to offer **flexibility for members and security for studios.** The power stays in the studio's hands with multiple options in how waitlists should work at MAD.

MAD can also **maximise attendance** by penalising no-shows or late cancellations.
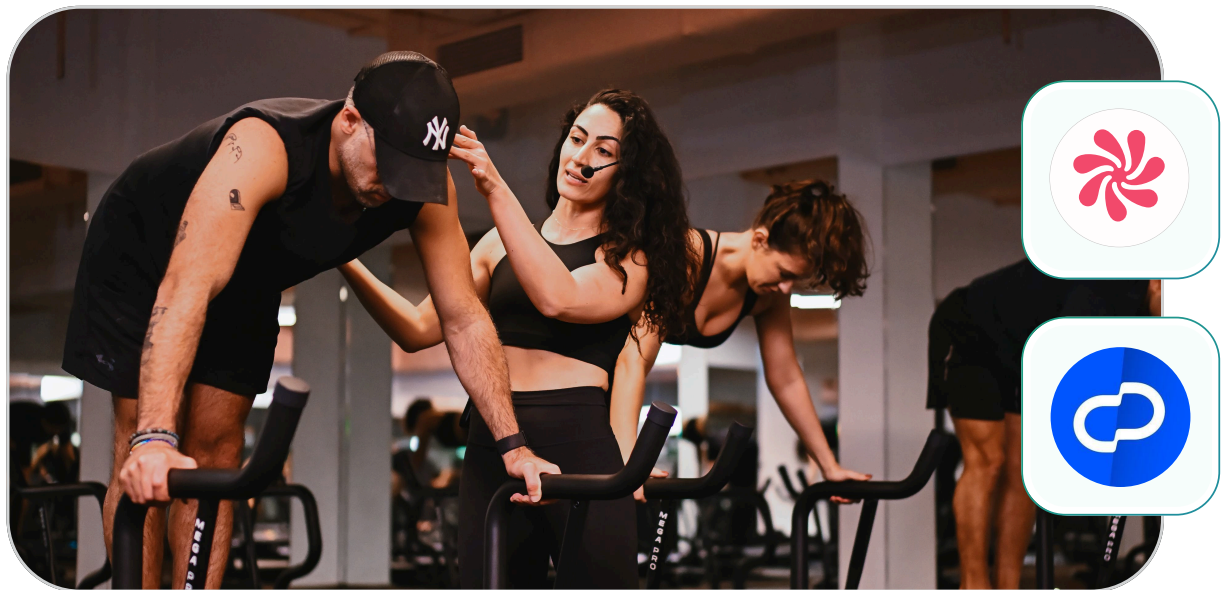
Expanding their reach

Thanks to integrations such as **ClassPass and Wellhub,** MAD reaches an even larger audience all while integrating smoothly within the bsport platform.

"They've brought new clients through the door who may not have found us otherwise, and **many of them have become regulars**."

> " One of the things we're proud of is how high our attendance rates are, and bsport definitely plays a role in that. "

Growing into something bigger

With the success of their first location, MAD was ready to make the jump by opening of their second, larger studio with bsport.

"Having both studios managed under one master account allows us to maintain a clear overview while still running each location independently. It's streamlined everything from reporting and scheduling to membership access."

Building a loyal member base

Whether using the **AI-powered email builder** (CoachMail) for effective email campaigns, or automated push notifications & SMS, bsport keeps members closely connected.

Client tagging with Smartlists is especially helpful for MAD's marketing team, where varying emails can be sent to specific tiers.
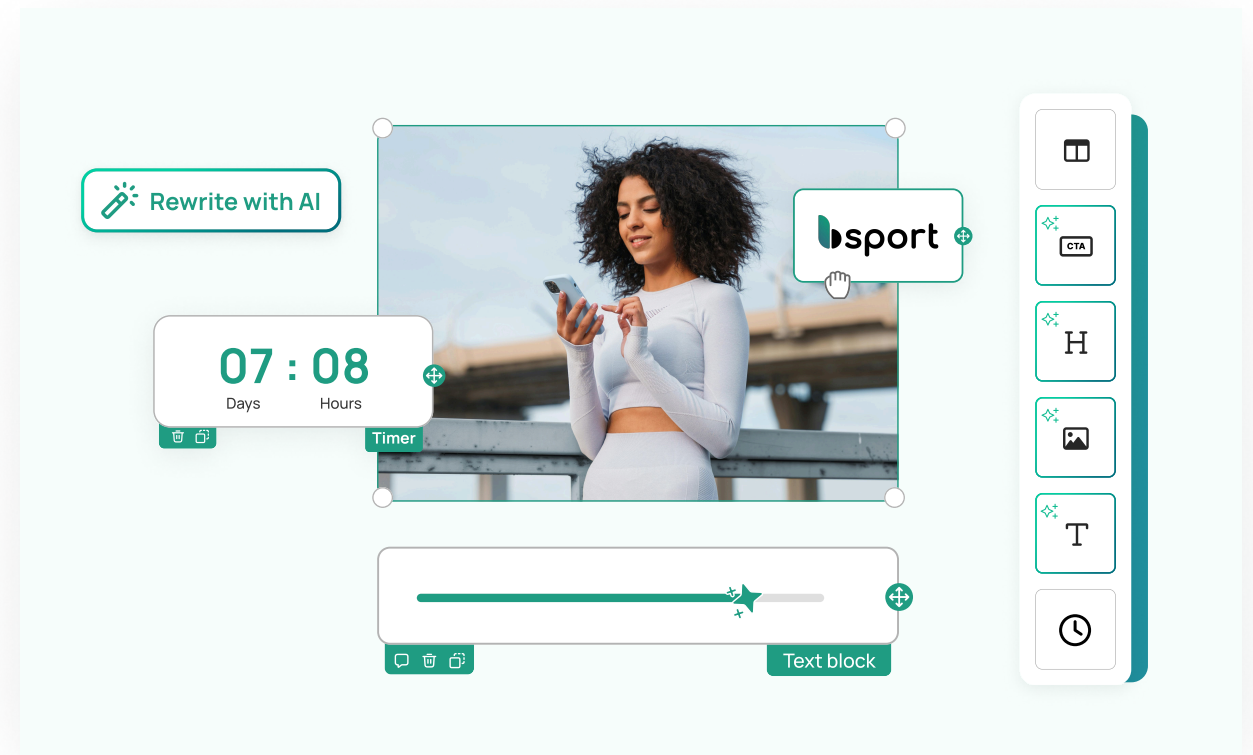
> Anything that helps us deliver targeted, smart communication is a huge win.

Booking engineered for increased revenue

bsport's checkout process was designed to maximise revenue with minimum friction. According to Mona, pushing passes and customising promotions at online checkout has been a major growth lever.

"It's such a simple but powerful way to guide client decisions. It's helped us boost conversions and encourage repeat bookings."

Let's go MAD!

Owners Mona and Nour set out to be the trailblazers of Lagree in London, and they have achieved just that!

With the help of bsport, MAD is a thriving studio where members become more excited to book classes over time. **Members consistently show up** — that's the MAD difference.

> It saves us so much time from managing schedules to tracking clients, and gives us more space to focus on what matters, which is people.

Learn more

bsport