



MARIANA TEK.

CASE STUDY

Yoga Lab

How this boutique yoga studio CEO switched from Mindbody to Mariana Tek for an upcoming expansion and found the enterprise software he was looking for.

Keep reading to learn how Mariana Tek helped Yoga Lab.

1. THE OVERVIEW

Yoga Lab is a boutique chain of yoga studios with three locations in Florida: Naples, Miami, and Estero. It specializes in power yoga and is currently the largest yoga community in SW Florida.

With an upcoming expansion that involved opening more studios on the west coast and an installation at a large chain of five star hotels, their CEO knew they needed a solution that would allow them to scale without any hiccups. They wanted a customer success team with experience in regional brands who could answer their questions and a new, customizable app that wouldn't require as much manual work as their current one.

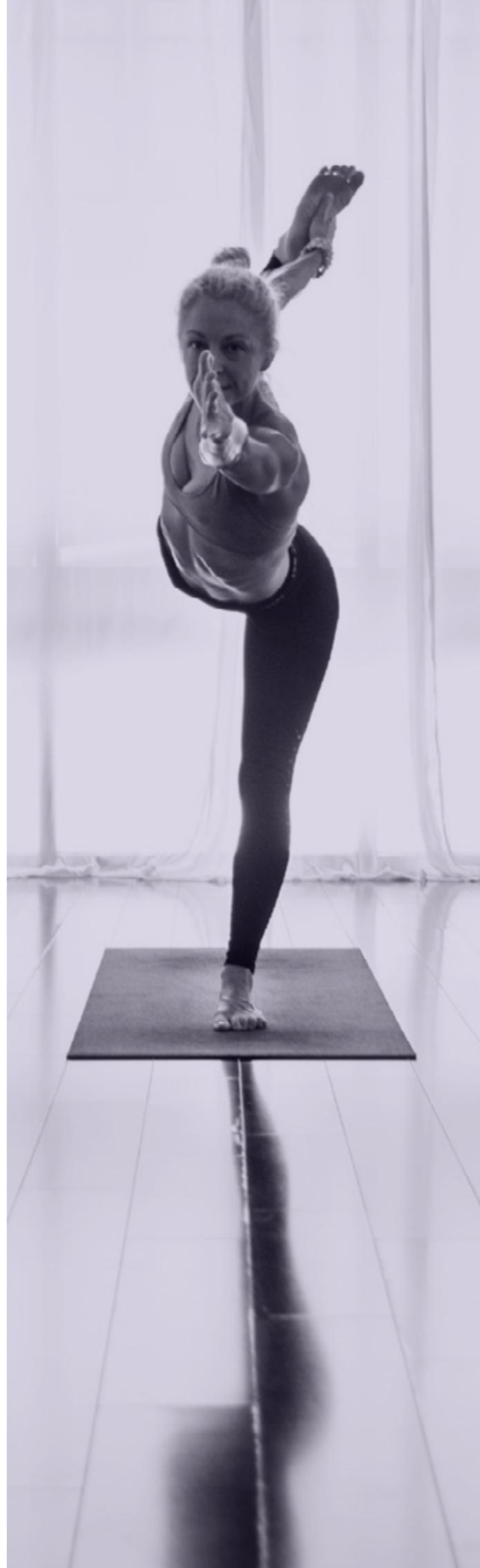
Their existing solution, Mindbody, didn't have the experience or bandwidth to help Yoga Lab grow to its full potential. Fortunately, Yoga Lab discovered Mariana Tek.



02. THE PROBLEM

Some of Yoga Lab's issues with Mindbody included:

- There was nobody at Mindbody that **understood enterprise software**. Their staff wasn't able to advise Yoga Lab on best practices of expanding and/or running several locations.
- Mindbody's cross-regional software was **very expensive**, with little payoff to show for Yoga Lab's significant costs.
- Yoga Lab constantly felt like **they were being upsold** on new software that Mindbody acquired, such as FitMetrix, that wasn't a good fit for their growing needs.
- With Mindbody there was **too much manual work required**. For example, Yoga Lab's regional managers had to go into the app every day to add instructor names to the schedules.
- When there was an issue and Yoga Lab had to call Mindbody, they were placed on hold for hours. Furthermore, the Mindbody account representative for Yoga Lab **never once reached out to them**.



03. THE SOLUTION

Yoga Lab knew they needed a new platform and service team that could help them elevate their brand to the next level.

After hearing rave reviews about Mariana Tek's functionality, the CEO decided to try the platform out. He immediately realized that they had found a better fit for their growing business needs:

“

For anyone coming from MINDBODY to Mariana, it will feel foreign at first to have a team that's so incredibly invested in your business, not to mention the training, support and weekly conference calls. The whole process of switching to Mariana was so unbelievably detailed that when we got to migration day, there were zero hiccups.

”

—Michael Schaeffer, CEO at Yoga Lab

- Systematic **weekly conference calls** with a dedicated staff that was invested in their transitional success.
- A solutions team with **deep experience** in enterprise software and brands with more than just one location.
- An app that requires **minimal manual effort** and is designed to handle the demands of brands with multiple locations.
- An **unbelievably detailed onboarding process** that took away all of Yoga Lab's worry and stress.
- A launch day with **zero hiccups**. The entire Yoga Lab staff was able to use the Mariana Tek platform after only 10 minutes of instruction.

“

Mariana Tek took away the worry and stress of transitioning softwares without overwhelming me. AND they trained our entire staff during the process. I'm glad I did it. Seriously. We love it. We are obsessed with it. Your software has made everything so much better.

”

–Michael Schaeffer, CEO at Yoga Lab



04. THE RESULTS

Yoga Lab decided to switch from Mindbody to Mariana Tek five days before Miami-Dade went on lockdown due to COVID-19.

Even with the studios migrating to a new platform in the middle of the pandemic, they had a seamless transition:

- The Mariana Tek team **handled everything for the platform migration**. All Yoga Lab had to do was send out a couple emails to inform their customer base about the new app they'd be using.
- Instead of struggling to get in contact with a representative when there was a problem, Yoga Lab now had a **standing weekly meeting** with Mariana Tek to go over any questions or concerns.
- Yoga Lab had full control of their branding on the app. Mariana Tek **didn't push anything in-house**. Instead, Yoga Lab was given a few recommendations of web developers so they could have full control over the aesthetics of the final product.

KEY DATA POINT

“We've seen a 30% reduction in front desk staffing hours!”

–Michael Schaeffer, CEO at Yoga Lab

05. THE CONCLUSION

Studios with more than one location need a platform and solutions team that understand the unique demands of expanding brands. Mariana Tek was able to provide knowledgeable advice, a detailed onboarding process, standing weekly calls, and the ability for Yoga Lab to brand their new app according to their unique aesthetic.

In conclusion, this case study illustrates how Mariana Tek's advanced technology and extraordinary customer service help expanding brands achieve new heights.

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and find out how Mariana Tek can help your brand today.



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