



# Brickhouse Cardio Club

The Referral Program is the best thing that has happened to my business. I have already gained four new customers in the last two months because of this. I also love being able to keep customers in the loop with different promotions and events that are going on. The text messaging is great as well, because not everyone checks their email, but people never miss a text!

ELIZABETH MITCHUM, BRICKHOUSE CARDIO CLUB (COLUMBUS)

## The Challenge

Brickhouse Cardio Club has created a fitness franchise revolution. Named as one of the top 50 franchises by the Franchise Business Review, they combine dance with aerobics in support of healthy lifestyles. While they have seen incredible growth, the Brickhouse Cardio Club in Columbus wanted to increase reviews, referrals, feedback and word-of-mouth traffic for each location. They knew they were in need of a centralized CRM and automated marketing solution to take care of their marketing efforts.

## Signpost Solution

Signpost was able to deliver on Brickhouse Cardio Club's objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

## The Results

**Reviews:** Signpost has generated [44 positive reviews](#) that not only improves Brickhouse Cardio Club's digital presence, but drives new customers into the business.

**Feedback:** Mia's email automation has driven [485 feedback responses](#), providing the business with valuable and actionable insights on their customers.

**Offers:** Over [268 offers](#) have been claimed from their customer list. Automating this effort drives current customers back to the service.

**Customer Records:** Signpost has helped build and maintain over [4,426 customer profiles](#), allowing them to generate even more results across with best in class automated campaigns.

**SMS Marketing:** The [42 customers](#) opted-in to text message marketing receive messages [8x more](#) engaging than email.

Find out how Signpost can help grow your business. Visit [signpost.com](https://signpost.com) or call (855) 606-4900.

Get started