



YMCA of Idaho Falls Builds Strong Foundation with MobileFit

Michael Bodenhausen is a believer. As CEO of the YMCA of Idaho Falls he believes that MobileFit is an invaluable tool to attract new members, communicate with members and, most importantly, retain those members.

Bodenhausen's relationship with MobileFit is a story about the right product at the right place at the right time.

"I was at the YMCA General Assembly in Nashville," recalls Bodenhausen. "I was in the market for something to help my YMCA get an edge on the competition, but I didn't know what it was. I happened to notice the Adaptive Technologies booth – ironically, it was right next to DAXKO. At that point I had not heard about MobileFit, but after a short demo I knew MobileFit was exactly what I was looking for."

That trip to Nashville was in 2006 and Bodenhausen and the Idaho Falls YMCA have never looked back. MobileFit's combination of customized workouts and nutrition, trainer communication, and data-driven reports proved to be the perfect solution for the YMCA.

"Our facility has a little bit of age to it – the first section was built in the 1950s," Bodenhausen said. "I was looking for a system that would appeal to the younger tech crowd, but wouldn't break the bank in the process. MobileFit met both of those challenges."

Shortly after implementing the new fitness training system, Idaho Falls YMCA launched a new member campaign that highlighted MobileFit. They realized a 12 percent increase in new members. Bodenhausen was impressed.

"I knew MobileFit was supposed to help with retention," he said. "But the marketing material didn't mention what a great tool MobileFit would be for attracting new members. Because it was something new and unique we were able to generate a lot of media and PR buzz in the community and that helped attract new members."

Another hidden benefit for Bodenhausen was the member reaction to MobileFit. "We hoped that members would gravitate toward MobileFit – especially with help from our training staff, but we were surprised how some members could visualize their fitness routine," he said. "With MobileFit, they see the fitness potential and they want to follow that path."

And Bodenhausen knows that an engaged member is statistically more likely to remain a YMCA member. "MobileFit really allows our personal trainers the opportunity to connect with members," Bodenhausen said. "It targets the 80% ready-to-be-fit members – the ones that may be overwhelmed by a fitness routine. MobileFit creates a way for our trainers to approach members at the ideal moment."

For Bodenhausen, the belief in MobileFit was strengthened when DAXKO became a partner in 2007. "What I love about MobileFit is the same thing I love about DAXKO Operations – it's constantly updated," he said.

The next step in the process is integration. DAXKO is excited about the limitless potential that an integrated DAXKO Operations and MobileFit will offer YMCAs. From member status and account information to usage statistics and communication channels, integration will give YMCAs unparalleled visibility of its members.

In the meantime, Michael Bodenhausen will continue to help spread the word about MobileFit. "It has been so successful for us, we need to train more trainers. It's just a great program all the way around."