

## Case Study: Reinventing Conversion for a National Fitness Franchise with AWS-Powered AI

### Client Overview

- **Industry:** Fitness & Wellness
- **Model:** Franchise (200+ locations across U.S. and Canada)
- **Core Challenge:** Low trial-to-booking conversion rate (~39%) from digital inquiries
- **Tech Stack:** WordPress microsites, legacy CRM, fragmented local marketing efforts
- **Franchise Dynamics:** Hybrid marketing model (corporate + local studio efforts), high search intent, low integration maturity

### The Problem

**The client, a leading CrossFit franchise operator, faced a critical bottleneck in their digital funnel:**

Despite strong lead volume (~80K monthly inquiries across all platforms), fewer than 4 in 10 prospects were completing a first-class booking.

### Key contributing factors included:

- Disconnected booking workflows across web, text, and social channels
- Manual handoffs to studio staff for confirmations
- Stale CRM integrations unable to handle dynamic scheduling across 200+ decentralized locations
- High friction at the moment of intent, leading to drop-off

This inefficiency represented a significant missed revenue opportunity— with internal estimates showing that a +15% lift in conversion could drive a ~\$4.2M annual increase in top-line revenue across the network.

## Approach & Solution Framework

### A Modular, Scalable Path to Conversion Optimization Using AWS

LJA New Media deployed a pilot-first strategy, grounded in our belief that scalable AI solutions should start with tangible business outcomes—not abstract proofs of concept. Our framework for this initiative followed four key phases:

#### **1. Diagnostic Assessment: Conversion Bottleneck Mapping**

We initiated the engagement with a focused AI Opportunity Assessment, using our proprietary discovery methodology to map the client's end-to-end inquiry-to-booking funnel.

##### **This included:**

- Journey mapping across all digital entry points (web, SMS, social)
- CRM architecture and scheduling logic review
- Studio-level operational pain points identification
- KPI baseline creation (conversion, booking time, drop-off rate)

**This phase confirmed that the primary failure point occurred at the moment of user intent, where friction and latency led to abandonment.**

#### **2. Solution Blueprint: AI Agent + AWS Orchestration Layer**

With diagnostic clarity, we architected a modular AI solution with four interoperable components:

##### **a. Conversational Layer (Front-End)**

- Built with Amazon Lex and GPT-4 Turbo for natural interaction across channels
- Fine-tuned on brand tone and class inventory lexicon
- Trained on common objections and local studio FAQs for realism and efficiency

## Approach & Solution Framework (cont.)

### b. Intelligence & Matching Engine

- Leveraged AWS Lambda for business logic orchestration (class availability, proximity matching, instructor preference parsing)
- Utilized Amazon DynamoDB for real-time lookups across decentralized schedules
- Integrated with Amazon Comprehend to extract user intent for tailored recommendations (e.g., fitness goals, timing)

### c. CRM Integration Layer

- Serverless API bridge developed via AWS Step Functions and EventBridge, enabling reliable write-backs to the legacy CRM system
- Scheduled sync every 15 minutes to mirror class changes
- Full audit trail stored in Amazon S3 for compliance and analytics

### d. Analytics & Feedback Loop

- Post-interaction feedback captured via embedded module
- All interaction data streamed to Amazon Kinesis, visualized in Amazon QuickSight
- Enabled weekly optimization sprints via insights (e.g., top abandoned classes, latency points)

## 3. Minimal Disruption, Maximum Leverage

True to our mid-market philosophy, we architected the solution to layer onto existing infrastructure—avoiding costly rip-and-replace efforts. Key enablers included:

- Zero-touch deployment model (via AWS CodePipeline) for rapid studio onboarding
- Local fallback routing (human escalation to Zendesk via Zapier trigger when AI confidence threshold fell below 85%)
- Training workshops for studio managers to build trust and provide feedback loops (part of LJA's Executive AI Enablement services)

## Approach & Solution Framework (cont.)

### 4. Rapid Iteration & Scalable Design

**The 6-week pilot followed a sprint-based agile approach:**

- Weekly KPI monitoring via AWS dashboards
- Ongoing fine-tuning of prompts and schedule ingestion logic
- Human-in-the-loop review for edge cases to continually improve model performance

**This iterative cadence ensured both technical integrity and stakeholder alignment, laying the groundwork for national scale within AWS's globally resilient architecture.**

## Quantifiable Results (After 6 months)

Metric	Pre-Pilot	Post-Pilot	Δ Impact
Inquiry → Booking Rate	39.20%	57.60%	47%
Avg. Time to Book	10.3 mins	1.8 mins	-83%
Abandonment Rate	26%	11%	-58%
Studio Manager Tickets	87 / mo	19 / mo	-78%
Cost per Booking (CPB)	\$21.40	\$13.65	-36%

### Strategic Learnings

- **System Integration > Perfection:** Partial automation delivered full value. Booking initiation and routing alone removed major friction.
- **Personalized Class Matching Converts:** Matching user intent (e.g., “fat burn” vs. “strength”) drove higher engagement, especially for first-time users.
- **Franchise Model Alignment:** Despite initial concerns, decentralized operators embraced the system. Admin burden dropped, and lead quality improved.

### National Expansion & AWS Scaling

Following the pilot's success, the client is evaluating a nationwide rollout. Key enhancements for the next phase include:

- Google Business Chat Integration: Supporting location-based inquiries
- Predictive Lead Scoring: Amazon SageMaker model to prioritize high-likelihood conversions
- Upsell Experimentation Engine: Amazon Personalize to test incentive variations (e.g., “First class free” vs. “3 days for \$5”)
- CI/CD Automation: AWS CodePipeline to streamline new studio onboarding

## Strategic Relevance

This engagement exemplifies LJA’s pilot-first, AWS-native delivery model. It proves that even legacy-stacked, distributed organizations can leverage AI for measurable growth—without major ecosystem overhauls.

For brands the lesson is clear:

“You don’t need to rip and replace—just embed intelligence at the highest-friction point.”

Whether integrating with old CRMs or launching lightweight agents to drive conversions, AI automation + AWS scalability can unlock millions in revenue—fast.

**Ready to transform your business with AI-driven solutions?  
Contact LJA New Media today to schedule a discovery call  
and explore how our AI Solutions can propel your business to  
new heights.**