Churn & Retention Diagnostic Study | Final Report

{client-redacted}

Eighteen semi-structured interviews with churned gym owners and operators across six ICP segments, conducted to diagnose the triggers, decision processes, and missed intervention windows behind departures from {client-redacted}.

RESPONSES
18 completed

FIELDWORK
May 2026

Powered by SignalRise

THE VERDICT

What we found

{client-redacted} is not losing customers to better products — it is losing them to silent erosion it never sees coming. Churn decisions were typically made weeks before any signal reached {client-redacted}, driven by accumulated workarounds, trust-breaking reliability failures, or pricing opacity that competitors resolved in a single demo sentence. Support quality was universally praised but structurally insufficient: it managed symptoms without resolving the underlying product or relationship gaps that drove departure.

TOP FINDINGS

01 In nearly every case, the decision to leave was emotionally finalized weeks before any signal reached {client-redacted}.

02 Add-on stacking made total cost feel uncontrolled, and bundled competitor pricing produced emotional relief at comparable dollar amounts.

03 Small, repeated billing anomalies eroded confidence in the platform's single most important function over time.

04 {client-redacted}'s support team was universally praised, but responsive support cannot substitute for unresolved product gaps.

RECOMMENDED ACTIONS

→ Build proactive churn-risk detection triggered by behavioral signals, not cancellation requests

→ Introduce a bundled pricing tier that gives owners a single, predictable number

→ Deploy proactive customer success outreach at known lifecycle inflection points

WHY WE RAN THIS STUDY

The business question

{client-redacted} has observed elevated churn among gym owners and operators across multiple ICP segments, with limited visibility into whether departures are driven by product limitations, pricing architecture, competitive pull, or unmet expectations about what the platform should solve as businesses evolve. This study was designed to reconstruct the full churn arc — from early satisfaction through perception shift to final departure — directly from the people who left, in order to surface actionable patterns for product, pricing, and customer success intervention.

DECISION SUPPORTED

Whether {client-redacted} should prioritize pricing restructuring, proactive customer success infrastructure, or targeted product capability investments to reduce churn among established accounts.

IN SCOPE

- Understand the specific moments, workflows, or incidents that shifted gym owners from seeing {client-redacted} as valuable to seeing it as a constraint — and whether those triggers were rooted in product limitations, growing business complexity, or unmet expectations about what the software would solve.
- Learn how gym owners evaluated {client-redacted}'s pricing and modular cost structure over time, including which add-ons or bundled features most eroded their perception of value relative to what competitors offered.
- Map the decision-making process behind leaving — who inside the gym influenced the decision, what alternatives were considered, what the final switching experience was like, and what realistic intervention from {client-redacted} could have prevented the departure.

OUT OF SCOPE

- Quantitative churn-rate modeling or statistical significance testing across segments
- Competitive feature-by-feature benchmarking against specific platforms

STUDY OBJECTIVE

- Pricing elasticity or willingness-to-pay measurement
- Current-customer satisfaction or NPS benchmarking
- Evaluation of {client-redacted}'s internal support operations or staffing

HOW WE RAN THIS STUDY

Approach & sample

SAMPLE	18 completed semi-structured interviews. 0 partials excluded.
CRITERIA	Churned gym owners/operators across 6 ICP segments
FORMAT	AI-moderated 1:1 voice interviews. 30–45 minutes each. Asynchronous, browser-based.
FIELDWORK	May 2026
ANALYSIS	Per-interview structured extraction against a standardized discussion guide, followed by cross-interview thematic synthesis across 18 respondents. Verbatim salience was human-reviewed and tagged to research objectives; findings were grounded in convergent patterns across multiple interviews rather than single-respondent claims.
AI MODERATION	Respondents were informed they were speaking with an AI moderator and consented before recording. No human moderator was present in the live session.

WHO WE SPOKE WITH

The sample at a glance

18	7	2
completed interviews	behavioral segments covered	avg minutes per interview

SEGMENT BREAKDOWN

pragmatic	12
reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product	1
self-critical and candid	1
reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform	1
reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision	1
candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught	1
reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps	1

EXCLUSIONS

Current {client-redacted} customers and owners who churned within the first 90 days were screened out, as were gym owners who closed their businesses entirely rather than switching platforms.

FINDING 01 of 06

Churn decisions formed invisibly and closed before {client-redacted} could intervene

Across nearly every interview, the emotional commitment to leave {client-redacted} was finalized weeks — sometimes months — before any cancellation signal reached the company. Respondents described decisions made in kitchen conversations, at kids' sporting events, or after a single competitor demo, with no preceding outreach to {client-redacted} about their dissatisfaction. Several respondents explicitly noted they never told anyone at {client-redacted} they were considering leaving. In at least four cases (R12, R14, R8, R18), the owner was actively evaluating or had already committed to an alternative before filing a single support ticket about the underlying issue. The pattern was consistent across gym sizes and churn triggers: by the time {client-redacted} could theoretically have intervened, the decision frame had hardened from exploratory to confirmatory.

> *“The churn decision happened weeks before I ever told anyone at {client-redacted} I was leaving.”*
>
> Respondent R12 · Pragmatic, 320-member CrossFit owner

SO WHAT?

{client-redacted} cannot rely on cancellation flows or reactive save offers as retention mechanisms; intervention must be triggered by behavioral signals — declining feature usage, sequential add-on cancellations, incomplete onboarding, or billing anomaly patterns — well before the owner reaches a decision point.

FINDING 02 of 06

Modular pricing created perceived cost opacity that competitors neutralized instantly

Respondents across the dataset described a consistent psychological pattern: each individual {client-redacted} add-on felt reasonable at the point of purchase, but the accumulated total produced surprise, frustration, or a sense of lost control when eventually audited. At least seven respondents described a moment of reckoning — a credit card statement, a year-end review, a renewal email — where the aggregate cost became visible for the first time and felt unjustifiable. Critically, multiple respondents confirmed that the competitor they switched to was not meaningfully cheaper in absolute terms. R8 calculated the actual difference post-switch at only $30–40 per month. What competitors offered was not a lower price but a single, legible number. The emotional relief of hearing "that's everything included in your monthly" during a competitor demo was, for several owners, the decisive moment.

> *“It's like when you're at a restaurant and everything's à la carte — maybe the total ends up the same as somewhere else, but the experience of ordering feels more expensive even when it isn't.”*
>
> Respondent R8 · Pragmatic, solo CrossFit box owner

SO WHAT?

{client-redacted} should consider introducing a bundled pricing tier that collapses core add-ons into a single predictable line item — not necessarily at a lower total cost, but in a structure that eliminates the cognitive overhead of assembling and auditing a modular bill.

FINDING 03 of 06

Recurring billing errors quietly destroyed trust in {client-redacted}'s core promise

Billing reliability was identified as {client-redacted}'s single most important function by nearly every respondent, yet at least six described recurring billing anomalies — erroneous charges to cancelled members, failed payments that shouldn't have failed, inconsistent waiver enforcement before billing — that eroded confidence over time. These were rarely catastrophic individual events; they were small, repeated issues that support resolved promptly but that kept cycling back. The cumulative effect was a quiet withdrawal of trust in the platform's core promise. R14 maintained a dated Google Doc of billing issues for a full year before the incident that triggered his departure. R10 described a pattern where "the niceness didn't fix the pattern" — each support interaction was warm and responsive, but the same category of problem returned months later, converting support frequency from a positive signal into evidence of an unresolved systemic issue.

> *“It's like having a really nice plumber who comes to fix the same leak four times. Eventually you're not thinking about how nice he is anymore.”*
>
> Respondent R14 · Candid and reflective, community-first CrossFit owner

SO WHAT?

{client-redacted} should implement internal monitoring for recurring billing anomaly patterns at the account level and proactively communicate root-cause fixes to affected customers — not just resolve individual tickets — to prevent the slow trust erosion that makes accounts vulnerable to competitor pull.

FINDING 04 of 06

Support warmth without product resolution hit a hard ceiling on retention

{client-redacted}'s support team was praised by virtually every respondent in the study — described as genuinely human, fast, and caring in a way that stood out from prior platform experiences. Multiple respondents went out of their way to defend the support staff even while explaining why they left. However, this warmth hit a hard ceiling when the underlying product issue could not be resolved. Respondents described a paradox: the more frequently they contacted support for the same category of problem, the more the positive interactions became evidence that the product itself wasn't improving. R3 articulated the distinction most sharply, and R16 observed that "you can only apologize to someone for so long before the apology stops helping." In several cases, support's best available response — a workaround — was experienced as confirmation that the gap was permanent rather than temporary.

> *"There's a difference between good support and a good product. I was getting the first one as a substitute for the second."*
>
> Respondent R3 · Pragmatic, eight-year CrossFit affiliate owner

SO WHAT?

{client-redacted} should use support ticket pattern data — specifically, repeated contacts on the same issue class from the same account — as a product-level escalation signal rather than a support-level resolution metric, and should equip support staff with roadmap visibility so they can offer credible timelines rather than only workarounds.

FINDING 05 of 06

Business evolution exposed product-fit gaps {client-redacted} was never designed to handle

Several respondents who had been satisfied {client-redacted} customers for years hit structural ceilings when their businesses diversified beyond simple group classes. R17 added semi-private personal training and discovered {client-redacted} could not report revenue by session type, forcing eight months of manual spreadsheet reconciliation until her CPA declared the numbers unusable. R16 launched an online-only programming membership and found the app showed in-person schedules to remote members, generating a sustained manual support burden. R15 ran a kids' martial arts academy where belt rank progression — the operational core of his program — had no representation in the software's class-and-drop-in data model. R18 opened a second location and could not produce a consolidated revenue rollup. In each case, the product had worked well for the original use case but had no structural capacity to accommodate the business's evolution.

> *“The thing that would have actually kept me is if the software had natively understood that a gym can run more than one kind of session and tracked them separately without me having to lie to it about what they were. That's a product problem, not a support problem.”*
>
> Respondent R17 · Pragmatic, solo gym owner with 220 members

SO WHAT?

{client-redacted} should audit its data model against the most common business-evolution paths — multi-program revenue segmentation, online-only memberships, multi-location rollups, and rank/progression tracking — and prioritize native support for at least the highest-volume diversification patterns to prevent structural churn at growth milestones.

FINDING 06 of 06

Peer networks and community forums were the dominant switching accelerant

In the majority of interviews, the alternative platform that a respondent switched to was not discovered through advertising, competitive outreach, or independent research — it was surfaced and validated through peer networks. CrossFit owner Facebook groups, Two-Brain Business forums, industry summits, and informal mastermind conversations were the dominant channels through which alternatives entered consideration and departure decisions were confirmed. R9 posted a pricing frustration in a Two-Brain forum thread and received six to seven direct messages from other owners describing the same experience, which he said "turned it from irritation into a real decision." R6 heard Wodify owners express genuine enthusiasm at industry events over multiple years, which pre-sold the platform before he ever ran a formal comparison. R18 had his decision sealed by a single casual comment from another two-location owner at a Two-Brain Summit. These peer interactions functioned not just as discovery channels but as permission structures — they made leaving feel rational, validated, and normal rather than reactive.

> *"I posted something in a Two-Brain forum thread — just said {client-redacted} feels like a bait and switch, the costs went up faster than my growth did. And it kind of blew up a little. Owners I respected saying yeah, same thing happened to us. That turned it from irritation into a real decision."*
>
> Respondent R9 · Pragmatic, cost-conscious CrossFit box owner

SO WHAT?

{client-redacted} should actively monitor and participate in the peer communities where its customers congregate — CrossFit owner groups, Two-Brain forums, regional affiliate networks — not to sell, but to surface and address emerging grievances before they become community-validated departure narratives that no product fix or retention offer can overcome.

WHAT BLOCKED ADOPTION

WHERE TO PLACE THE BET

On the table, and what could derail it

The corpus reveals a paradox: churned owners retain genuine warmth toward {client-redacted}'s people and founding ethos, and several are actively monitoring the product for reasons to return. The gap between residual goodwill and actual departure is where the highest-leverage interventions live.

STRONGEST OPPORTUNITY

A meaningful segment of churned owners are latent win-back candidates

Several respondents described their new platform as 'adequate but not a clear upgrade,' expressed mild regret, or are actively monitoring {client-redacted}'s changelog. One explicitly named the single product change that would bring her back. These are not lost customers — they are paused relationships waiting for a credible signal.

BIGGEST RISK

Silent churn is structurally invisible to {client-redacted} until it is too late

The dominant pattern across 18 interviews was quiet accumulation of frustration followed by a fast, invisible departure. Owners did not complain, did not negotiate, and did not give {client-redacted} a chance to respond. Without proactive detection infrastructure, the company will continue losing customers it never knew were at risk.

CRITICAL FACTORS

WHAT MUST BE TRUE	WHAT COULD BREAK IT
{client-redacted} must be willing to invest in customer success infrastructure and	

pricing architecture changes, not just product features, to address the structural causes of silent churn.	Treating this research as a product-fix problem alone — shipping features without addressing the relationship, pricing perception, and trust-repair gaps — would leave the dominant churn pathways intact.

WHAT TO DO NEXT

Where to place the bets

01 Build proactive churn-risk detection triggered by behavioral signals, not cancellation requests

HIGH PRIORITY

Sequential add-on cancellations, declining member counts, recurring support tickets on the same issue class, and incomplete onboarding setups all preceded departure by months. These signals were visible in {client-redacted}'s own data but never acted on.

02 Introduce a bundled pricing tier that gives owners a single, predictable number

HIGH PRIORITY

Pricing perception — not absolute cost — drove departure in at least seven cases. Competitors won by stating one number in a demo. A bundled option neutralizes the primary psychological vulnerability without requiring a price cut.

03 Deploy proactive customer success outreach at known lifecycle inflection points

HIGH PRIORITY

Second-location launches, add-on accumulation thresholds, and year-three tenure milestones were identifiable moments where a single human check-in could have surfaced silent frustration. Multiple respondents named this exact intervention unprompted.

04 Establish a post-incident trust-repair protocol with senior-level, same-day outreach

MEDIUM PRIORITY

Billing errors, outages, and data incidents triggered irreversible trust collapse when the response felt routine. Respondents specified that speed, seniority, and specificity — not discounts — were the required elements of a credible response.

05 Invest in multi-program revenue reporting and multi-location consolidated views

MEDIUM PRIORITY

Owners expanding into PT, online programming, or second locations hit a hard product ceiling on reporting. These were the most common product-driven departures and the ones respondents said only a native capability — not support or pricing — could have prevented.

06 Redesign onboarding for time-constrained solo operators with progressive, human-guided setup

LOW PRIORITY

Two respondents never fully activated {client-redacted} over multiple years because self-serve onboarding was structurally mismatched to their bandwidth. A competitor's two-hour live configuration call was the decisive switching catalyst in one case.

WHERE TO LOOK NEXT

What we still don’t know

This study surfaced clear directional patterns but leaves several questions that require different methodologies to move from insight to decision-ready evidence.

BUNDLED PRICING CONCEPT TEST

Does a bundled tier reduce perceived cost opacity among current multi-add-on customers?

Present 8–12 current {client-redacted} customers at the 3+ add-on threshold with bundled pricing concepts and measure perceived value, willingness to commit, and emotional response versus their current modular bill. Use a within-subjects design to isolate the framing effect from actual price changes.

CHURN-SIGNAL VALIDATION AUDIT

Which behavioral signals in {client-redacted}'s existing data most reliably predict departure?

Conduct a retrospective analysis of product-usage and support-ticket data for the 18 churned accounts in this study, mapping observable behavioral signals (add-on cancellations, support frequency, feature adoption gaps) against the qualitative churn timelines documented here. Identify which signals appeared earliest and most consistently.

WIN-BACK CAMPAIGN PILOT

Can targeted outreach to ambivalent churned owners convert latent goodwill into re-acquisition?

Identify 15–20 churned accounts matching the 'adequate but not upgraded' post-switch profile surfaced in this study. Design a personalized outreach sequence that leads with specific product changes relevant to each owner's stated departure reason, and measure response rate, demo conversion, and re-sign rate over 90 days.

WHAT THIS STUDY CAN AND CAN'T TELL US

Limitations

This research is qualitative and directional. Findings reflect strong, repeated signals across a small, purposive sample — not statistically representative readings of the wider population. Treat the conclusions as hypotheses to validate at scale.

- → Sample size of 18 is appropriate for surfacing strong patterns but cannot reliably size segment differences or estimate prevalence beyond 'most/some/few'.
- → All behavior is self-reported. Respondents may overstate likelihood to act, especially in the moment of being asked.
- → Recruitment via a single panel introduces opt-in bias.
- → AI moderation is consistent but lighter-touch on emergent threads than a skilled human moderator.

WHO WE SPOKE WITH

Respondent index

R1	reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product	This respondent left {client-redacted} not because the product failed her, but because…
R2	self-critical and candid	This respondent is a solo CrossFit gym owner who churned not because {client-redacted}…
R3	pragmatic	An eight-year CrossFit affiliate owner with a business-operator mindset who left…
R4	reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform	This respondent left {client-redacted} not because of operational failure but because…
R5	pragmatic	A 12-year CrossFit affiliate owner with 350 members who left {client-redacted} after…
R6	pragmatic	This respondent left {client-redacted} after five-plus years not because of a product…
R7	pragmatic	A financially sophisticated CrossFit affiliate owner left {client-redacted} after a…
R8	pragmatic	This respondent left {client-redacted} after two and a half years not because the…
R9	pragmatic	This respondent is a disciplined, cost-conscious CrossFit box owner who left…
R10	reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision	A solo-operator HIIT studio owner in Austin left {client-redacted} after roughly two…
R11	pragmatic	A husband-and-wife CrossFit affiliate owner in rural Iowa left {client-redacted} after…

R12	pragmatic	A 320-member CrossFit gym owner who spent five years on {client-redacted} and grew from...
R13	pragmatic	A solo operator of a small women's strength gym in Brooklyn, this respondent...
R14	candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught	This CrossFit gym owner left {client-redacted} after a Black Friday billing error...
R15	pragmatic	A kids' martial arts academy owner in Phoenix left {client-redacted} after roughly two...
R16	pragmatic	A 12-year CrossFit affiliate owner in Tampa left {client-redacted} after five-plus...
R17	pragmatic	A solo gym owner with 220 members left {client-redacted} after four years when expanding...
R18	reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps	A two-location CrossFit owner who left {client-redacted} roughly 18 months after opening...

VOICE OF THE CUSTOMER

Additional verbatims by theme

BACKGROUND & GYM CONTEXT

“I'm still the owner, the head coach, the person who answers the Instagram DMs, all of it. My staff is small — a few part-time coaches — so the operations stuff falls on me.”
Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“I'm the sole owner, so I'm kind of doing everything — coaching, handling admin, member stuff, all of it. There's no manager I can hand things off to, it's just me.”
Respondent R2 · self-critical and candid

“It's a real business at this point, not just a gym I happen to own.”
Respondent R3 · pragmatic

“I'm constantly trying to keep up with the operations side of things.”
Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

“My day-to-day is mostly operations and culture stuff — I'm not coaching full-time anymore, haven't been for a few years. So I'm dealing with staffing, retention, the financials, community events. We do a lot of stuff around regionals and the Games season, supporting athletes who are actually competing at a high level. That's a big part of our identity.”
Respondent R5 · pragmatic

“I started with {client-redacted} pretty early on — like within the first year of opening. I think I was on some basic spreadsheet situation for maybe the first few months, just manually tracking memberships, which was a nightmare. So I moved to {client-redacted} pretty quickly and stayed there for, I don't know, five-plus years.”
Respondent R6 · pragmatic

“Second career for me, came out of finance, so I tend to be pretty hands-on with the numbers side of things.”
Respondent R7 · pragmatic

“The pitch of being built by gym owners resonated with me too. And at the time the modular pricing actually seemed like a feature, like I'd only pay for what I needed. That was the idea anyway.”

Respondent R7 · pragmatic

“It's not a huge operation but it's mine, so I'm in it pretty deep most days.”

Respondent R8 · pragmatic

“It's a real business at this point, not a side project, so I pay pretty close attention to where the money goes.”

Respondent R9 · pragmatic

“It felt like software built for a yoga studio chain, not a CrossFit box. Everything was clunky, support felt like you were calling a cable company.”

Respondent R9 · pragmatic

“Day-to-day I'm basically doing everything — I'm the owner, I teach some classes, I handle the business side. I have a couple of coaches I lean on but the admin stuff, the software, the billing questions from members — that all lands on me.”

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“We know every single member by name, know their families, see them at the grocery store. That's kind of the whole point for us.”

Respondent R11 · pragmatic

“We weren't doing a ton of research — we just trusted what other gym owners were saying.”

Respondent R11 · pragmatic

“It just felt like it was built for yoga studios and spas — not for what we were doing. The interface was clunky, the reporting was a mess, and honestly it felt like we were paying for a lot of stuff we didn't need while missing things we did.”

Respondent R12 · pragmatic

“My day-to-day is pretty all-over-the-place. I coach most of the morning sessions, handle all the admin myself — billing, scheduling, member questions, all of it — and then I'm usually doing some kind of backend stuff in the evenings. There's no front desk, no full-time staff. It's me.”

Respondent R13 · pragmatic

“Community is the whole thing for me. That's why I got into this. The business side, the software, the billing — I tolerate it. I don't love it.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“There was a lot of word of mouth in the CrossFit community around {client-redacted} back then — like 'these guys get it, they're gym owners themselves.' That meant something to me. I wasn't doing a ton of deep feature comparison, I just trusted the people recommending it.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I'm the head coach and the owner, so I'm on the mat in the mornings and afternoons, and then I'm doing the business stuff — billing questions, parent emails, scheduling — whenever I can find the time. It's just me and two part-time coaches.”

Respondent R15 · pragmatic

“It was built by people who actually ran gyms. That mattered to us. It didn't feel like software made by someone who'd never touched a barbell.”

Respondent R16 · pragmatic

“It's not a simple one-thing gym anymore, which is kind of what's relevant to why I'm here.”

Respondent R17 · pragmatic

“Day-to-day I'm basically everywhere. I still coach a few classes at location one, I'm doing all the owner stuff — payroll, software, vendor calls — and I've got a manager at the second box who runs the floor there.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

“When I heard about {client-redacted} from a few guys in a CrossFit owner Facebook group, the free tier was the hook. Like, zero risk to try it, which for a guy bootstrapping his first box was a big deal.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

ADOPTION & EARLY WINS

“I got the basics working — class scheduling, basic billing — and then I just… stopped. There was always something more urgent. {client-redacted} sent emails, there were setup

guides, I think there were some onboarding calls offered, but I never made time for any of it. So I ended up with this half-built setup that I used the same way for almost two years."

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

"I think I expected that once I signed up it would kind of... guide me into using it more. Like it would prompt me or walk me through things over time. That didn't really happen, or if it did I missed it."

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

"Billing and class scheduling got up and running pretty quickly, which was what I needed most at the time. That part worked fine. But honestly, onboarding felt like a lot. There were all these features and emails coming in and I remember thinking 'I'll get to that later' about basically everything that wasn't the core stuff I needed immediately."

Respondent R2 · self-critical and candid

"The billing running automatically was genuinely a relief. Like, not having to chase payments manually every month — that alone felt worth it when I first set it up."

Respondent R2 · self-critical and candid

"The gap that was always there, even when I was happy, was the CRM side. I wanted to actually track leads, see where people dropped off in the sales process, follow up in a structured way. {client-redacted} had something for that but it never felt like it was built by people who thought hard about sales pipelines. It was more like a feature that existed versus a feature that worked."

Respondent R3 · pragmatic

"Billing was just running — members getting charged, Stripe doing its thing, no drama. That was genuinely valuable."

Respondent R3 · pragmatic

"The member-facing side — the app they download, the experience they see — it felt pretty generic. Like it could've been any gym. And I was really trying to build something that felt specific to my brand, you know?"

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

"I remember one of my members actually asked me if I was using the same software as another gym she'd gone to. And that kind of stung a little, honestly."

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

"The billing automation was probably the biggest thing — just not having to chase payments manually, having that run in the background. For a gym our size that's a real time saver."

Respondent R5 · pragmatic

"I think I always assumed the workout tracking piece would get better over time. Like, I knew it wasn't Wodify-level when we signed up, but I figured they'd build toward it. And they did add things, I'll give them that. It just never quite got to where our coaches wanted it to be. So it wasn't a broken promise exactly — more like a gap that never fully closed."

Respondent R5 · pragmatic

"Billing was automated, members were paying on time, I wasn't chasing anyone down. That alone was worth it — like that was the thing keeping me up at night before."

Respondent R6 · pragmatic

"The performance tracking stuff — the PR logging, the leaderboards — it was there but it always felt a little thin to me. Like it existed but it wasn't really the heart of the thing. For a CrossFit box that's kind of a big deal, you know? That culture of 'I hit a new back squat PR' and everyone sees it — that matters to my members."

Respondent R6 · pragmatic

"The billing automation was the core of it for me. Members getting charged reliably, not having to chase payments manually — that was the main job and it mostly did it."

Respondent R7 · pragmatic

"I wanted it to basically run a follow-up sequence for me — someone fills out a form on the website, they get a series of touchpoints, and I can see where they are in the process without having to manually track it. Like a lightweight CRM for leads. What actually happened was I still felt like I was doing a lot of the work manually."

Respondent R7 · pragmatic

"Billing was running cleanly, members could book through the app without me babysitting it, and it just felt like things were on autopilot in a good way. For a guy coaching classes and running everything else, that mattered."

Respondent R8 · pragmatic

"I wanted it to basically handle the follow-up for me. Someone fills out a form on my site, they get a sequence of messages, and I'm not thinking about it. That was the pitch in my head anyway. What I found was it took a real setup effort to get there, and I just never fully committed to it."

Respondent R8 · pragmatic

"The billing automation was the big one. Not chasing people for payments, having it just run — that was real time savings. And like I said, the support team was genuinely good. You'd put in a ticket and someone would actually help you, not send you a knowledge base article."

Respondent R9 · pragmatic

"I didn't really think about what the total number was going to look like eventually. I was just adding things one at a time as they made sense. That part I didn't see coming, at least not right away."

Respondent R9 · pragmatic

"The billing automation was the biggest thing — members getting charged automatically, not having to chase people down. That was genuinely useful for someone like me who was doing everything solo."

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

"I set it up but never really got traction with it. So I was paying for it and not getting much out of it. Eventually I think I just stopped using it rather than canceling because canceling felt like a whole thing to figure out."

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

"{client-redacted} made that mostly go away, which freed up a lot of mental energy. And like I said, the member app — people could book classes, cancel, see the workout. For a small gym that's trying to look legit, that stuff matters."

Respondent R11 · pragmatic

"Peak confidence was probably around year two, year three. Grow was doing what I needed — leads coming in, notifications hitting my phone, my front desk following up. We were converting well. The billing automation meant I wasn't chasing payments manually. For a gym our size it felt like the right tool."

Respondent R12 · pragmatic

“The reporting always felt a little rough. I wanted cleaner cohort data — like, I wanted to see where members were dropping off in their first 90 days, and I could never get that cleanly out of {client-redacted} without exporting and doing it myself in a spreadsheet.”

Respondent R12 · pragmatic

“The billing automation was a huge relief — just not having to manually invoice people every month felt like I'd gotten hours back. And the support team was genuinely responsive. Like, real humans who seemed to care. That mattered to me.”

Respondent R13 · pragmatic

“At my most positive I think it was just the feeling of — okay, this is a real system now. Members get an automatic receipt, billing runs on the first, I can see who's active and who isn't. For someone who was duct-taping things together before, that baseline felt significant.”

Respondent R13 · pragmatic

“My front desk person — well, she's not really a front desk person, she helps out a few hours a week — she started keeping a separate spreadsheet. Which is dumb, right? You're paying for software and then you're maintaining a spreadsheet on the side. But that's what we did.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I looked at the Grow add-on but honestly the price kept stacking up and I never pulled the trigger on it. So that one's probably on me as much as them.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I noticed pretty early that it was built for a different kind of gym. Like the whole structure is around classes and drop-ins. My program doesn't really work that way. Kids have a rank, they progress through a curriculum, some of them compete. None of that existed in the software. But in the beginning I figured I could work around it.”

Respondent R15 · pragmatic

“I kept a binder. Physical binder, with a card for each student — their belt color, their stripes, when they tested, any tournament results. Every time a kid got promoted I'd update the card by hand.”

Respondent R15 · pragmatic

“At its best it just kept things running without me having to think about it — billing went out, members got their invoices, people could book classes. That's really what I needed. I'm not looking for software to be exciting, I just need it to not create work for me.”

Respondent R16 · pragmatic

“At the best point, it was just invisible in a good way — billing ran, members could book classes, I wasn't getting panicked texts from coaches about the schedule.”

Respondent R17 · pragmatic

“The reporting was always a little clunky. Like I could get the numbers but it never felt clean, I'd export something and then go fix it in a spreadsheet anyway. But honestly I wrote that off as a me problem, like maybe I just didn't know how to use it right. Wasn't a dealbreaker at one location.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

“I had Grow for a while and I don't know, it never really clicked for me. Maybe that's on me not setting it up right, but I kind of quietly stopped relying on it and was just doing lead follow-up manually.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

SHIFT IN PERCEPTION & TRIGGER MOMENTS

“It wasn't really one moment. It was more like… I never fully arrived. So there wasn't a fall from grace, you know? It was just always slightly unfinished.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“I spent probably 45 minutes on it. I think I ended up just manually refunding her through Stripe and kind of patching it. And I remember thinking, I should know how to do this by now. That felt bad.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“I'd click into reports and there'd be a bunch of options and I'd pick something and it wouldn't show me what I thought it would. Or I'd get a number and not trust it because I didn't know exactly what it was counting. So I'd just close it.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

"I realized at some point that I'd been paying for Grow for probably six months and had never actually opened the setup emails. Like I found one in my inbox and saw it was from when I first signed up and I just hadn't touched it. And I didn't feel angry at {client-redacted} about that — I felt kind of embarrassed, actually."

Respondent R2 · self-critical and candid

"It just sat there. I didn't do anything with it. I think I told myself a few times 'okay this month I'm going to actually figure out Grow' and then it just... didn't happen. I wasn't getting value from that part and I knew it, but I also wasn't ready to deal with it so I kind of ignored it."

Respondent R2 · self-critical and candid

"There's a difference between good support and a good product. I was getting the first one as a substitute for the second. And that's fine once or twice, but after a few years it starts to feel like the issues aren't getting fixed, they're just getting managed."

Respondent R3 · pragmatic

"I'm probably losing — I don't know, maybe three or four trial converts a month because the follow-up wasn't tight. That's real money. And I couldn't fix it within {client-redacted} without just accepting that it was going to be mediocre."

Respondent R3 · pragmatic

"I remember thinking — I'm a reasonably technical person and this is taking me two hours. What's a coach who owns a gym doing this at midnight?"

Respondent R3 · pragmatic

"I was redoing some of my marketing materials — new logo refinement, tightened up the color palette — and I went into {client-redacted} to update things and just hit a wall. Like, here's this brand I'm investing in, and the member-facing experience couldn't keep up with it."

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

"Honestly, not really — that's kind of the thing. The core stuff worked. I didn't have a billing disaster or some huge operational failure. It was more that the brand piece felt like enough of a reason at the time."

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

“That's the kind of thing that erodes trust slowly. It's not one big moment, it's more like — okay, we've had this conversation with support before, they fix it, then six months later a version of it comes back. Support was always nice about it. But at some point 'they're responsive' stops being enough if the underlying thing keeps happening.”
Respondent R5 · pragmatic

“{client-redacted} had some of that but it always felt like an afterthought. Like it was built for billing first and the fitness tracking got bolted on. Wodify is the opposite — the performance culture stuff is baked in.”
Respondent R5 · pragmatic

“For a gym like mine, software is part of the culture signal you're sending to members. When athletes walk in and the leaderboard is live and their PRs are there and it looks like it belongs in a competitive gym, that means something. {client-redacted} never quite felt like it was built for us specifically. It felt like it was built for a gym, and we happened to be a gym.”
Respondent R5 · pragmatic

“I kept hearing people light up about Wodify. Like not complaining about {client-redacted} exactly, just being genuinely excited about Wodify in a way I wasn't hearing about my own setup.”
Respondent R6 · pragmatic

“It was really when I signed the lease on the second location that it clicked. I remember the day I signed — I literally texted my head coach right after and said we're moving to Wodify, both spots.”
Respondent R6 · pragmatic

“It wasn't like {client-redacted} was falling apart on me or I had some big horror story. It was more that Wodify had something I actually wanted — that whole performance culture baked in, the leaderboards, the way athletes interact with their workout history. That stuff fits my gym's identity.”
Respondent R6 · pragmatic

“I did my August P&L review and the revenue was down about 12% from where I'd been running. And I'm looking at the software line and it hasn't moved at all. Same number every month. And something about that just — it crystallized. Like the business had shrunk and the tool didn't know that, didn't care.”
Respondent R7 · pragmatic

“It would just get resolved and then a few months later something similar would happen with a different member. So you start to wonder if there's something underneath that's not getting fixed, or if it's just random glitches. Either way it eroded my confidence in the billing reliability, which is really the core job of the software for me.”

Respondent R7 · pragmatic

“I went to look at what that would cost and it was another add-on on top of what I was already paying. And I remember just sitting there thinking, okay, so I'm paying for this, and this, and I dropped that, and if I add this it's going to be X. It just felt like I was constantly doing math to figure out what my software was costing me.”

Respondent R8 · pragmatic

“I remember trying to pull something for my accountant, some membership revenue breakdown, and it took me way longer than it should have. I ended up exporting to a spreadsheet and doing it manually, which felt like it defeated the purpose.”

Respondent R8 · pragmatic

“She had pulled the software line items and she just kind of looked at me and said 'this can't be right.' And I looked at it and — I mean, it was right. We were over $700 a month.”

Respondent R9 · pragmatic

“Athlete tracking feels pretty core to running a CrossFit gym, right? That shouldn't be an add-on. That should just be in there. Same with the branded app… when you're stacking these things — this is core, this is core, this is core — and each one has its own line item, at some point you start to feel like the base product was priced to get you in the door and the real product is $700 a month.”

Respondent R9 · pragmatic

“I signed up for one thing and ended up somewhere completely different. The base price was almost like a foot in the door.”

Respondent R9 · pragmatic

“She said something like 'um, I'm seeing someone else's payment info in the app.' I just stared at my phone for a second. My heart was going. Because that's not a glitch where a class doesn't show up — that's someone's private billing information visible to the wrong person. That's a completely different category of problem.”

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“Before that I had this general background feeling that the software was a little rough around the edges — the reporting, the glitches here and there — but I'd filed all that under 'normal small business software stuff.' After that night it wasn't in that category anymore.”
Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“The incident gave me a reason to act on something I'd already been half-feeling. So even if they'd handled that night perfectly, I'm not sure the underlying stuff just goes away.”
Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“My wife said it out loud at some point — she goes, 'this is embarrassing.' And she was right. We work really hard to be a good gym, and the software is supposed to make us look like we have our act together. That weekend it did the opposite.”
Respondent R11 · pragmatic

“Every time a holiday weekend came up after that, I'd be in the back of my mind wondering — is this going to happen again? And that's a terrible way to feel about something you're paying for every month. You shouldn't be nervous about your own software.”
Respondent R11 · pragmatic

“The Sunday after the outage I was at church and a member's mom came up to me — she's not even a member, just someone who'd heard — and she said 'is your app down? I heard you had to call everyone.' And I just kind of smiled and said we were working through some things. But that's the part that's hard to explain to a software company. It's not just a support ticket. It travels.”
Respondent R11 · pragmatic

“My stomach dropped. Because my whole assumption was that if someone fills out that form, I get notified, my staff follows up. That's the system. And here's evidence that it silently failed and I had no idea.”
Respondent R12 · pragmatic

“A bug I can live with — software has bugs, they fix it, you move on. But not being able to quantify the damage? That's a different thing. I'm spending real money on ads. Every lead has a cost attached to it. And I'm sitting there on a Sunday night realizing I have no idea if this is a two-month problem or an eighteen-month problem.”
Respondent R12 · pragmatic

“That was 'this tool doesn't do what I wish it did.' The lead thing was 'this tool is lying to me by omission.' Different category.”

Respondent R12 · pragmatic

“My partner mentioned it at dinner one night — he's a lawyer — and he said something like 'wait, she paid and didn't sign anything?' And I remember just feeling my stomach drop. Because I hadn't thought about it in those terms. I'd been thinking of it as a glitch, an annoyance. He was thinking about it as a liability problem.”

Respondent R13 · pragmatic

“It made me not trust it. Like, before that I had this background assumption that the software was handling the important stuff correctly and I just needed to show up and coach. After that I felt like I had to verify everything, which kind of defeated the purpose.”

Respondent R13 · pragmatic

“The support interactions made it worse in a weird way — because the people were so nice and responsive, but the issue kept feeling unresolved. So it was this strange thing where I liked talking to them but I'd hang up and still not feel confident that my next signup wouldn't have the same problem.”

Respondent R13 · pragmatic

“I'm standing on the sideline trying to figure out what the hell is happening, and I'm counting the texts and it's like 12, maybe 15 people. I had to leave the game. My kid's game. To go home and start making phone calls and filing support tickets. That's the moment. That's when everything changed for me.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I've got a Google Doc where I wrote down every issue I hit with {client-redacted}, with dates. I started it like a year before the Black Friday thing. Looking back at it now there were smaller billing things in there, weird charges, a failed payment that shouldn't have failed. I absorbed all of those. Black Friday was just the one I couldn't absorb.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I'm a community guy. That's my whole thing. And for two weeks after that I was on the phone apologizing for a software bug. That's not who I am or what I want to be doing.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I had to call a parent — one of the dads who I knew kept good records — and ask him to drive to the school, find his kid's card, and send me a photo. That was it for me. That was the moment. I'm standing in a parking lot outside a tournament asking a parent to do my job.”
Respondent R15 · pragmatic

“A belt level isn't a class type. Rank is something a student carries with them, it's part of who they are in the program. It's not a scheduling category.”
Respondent R15 · pragmatic

“One of the moms asked me, is there an app where I can see my daughter's progress? Like her rank history, her milestones? And I had to say no. In front of other parents. That was the second time I felt like the software was making me look unprepared.”
Respondent R15 · pragmatic

“That's when I started feeling like the software was creating a job for me that shouldn't exist.”
Respondent R16 · pragmatic

“We knew the product wasn't going to solve it, support had basically told us as much, and I was still the one handling the fallout.”
Respondent R16 · pragmatic

“The billing stuff had hiccups occasionally... Not constant, but enough that I had a mental list of 'things to double-check' that I kept in my head. Which is its own kind of tax.”
Respondent R16 · pragmatic

“I started keeping a spreadsheet on the side to track it. That was the beginning of it, I think.”
Respondent R17 · pragmatic

“I started keeping a whole separate doc of workarounds — like, 'here's how you handle X in {client-redacted} even though {client-redacted} doesn't actually do X.' At some point I looked at that doc and it was two pages long. That was a moment.”
Respondent R17 · pragmatic

“She looked at it and said something like 'I genuinely can't tell you if the PT arm is profitable from these numbers.' And that was it.”
Respondent R17 · pragmatic

“I'm sitting in the office over there with my manager, and we're trying to figure out what our actual monthly revenue is across both gyms combined. And we cannot get the numbers to match. Like she's pulling a report from her side, I'm pulling from location one, and we're getting different member counts, different active statuses, and we're going back and forth and it's getting heated.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

“I was looking for confirmation that it was the software, not looking for a solution. And then a few weeks later I ran into a guy at the Two-Brain Summit — another two-box owner — and he just casually said 'oh yeah we moved off {client-redacted} when we hit two locations too.' And that was it for me.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

“The software was easier to blame than looking at my own ops.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

PRICING, ADD-ONS & VALUE PERCEPTION

“Each thing on its own sounded okay but then I did the math and thought, wait, I'm paying this much and I'm still only using half of it? That's when it started feeling off. Not outrageous, just — I couldn't justify the full number when I knew I hadn't set it up properly.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“Arketa felt more bundled, I guess. Like the thing I wanted was included rather than being an extra line item. I'm not sure the total number was dramatically different, but it felt cleaner.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“I was paying for a version of the software I wasn't actually using. And that felt like my fault but it also made me wonder if there was something simpler that matched what I was actually doing, not what I'd planned to do when I signed up.”

Respondent R2 · self-critical and candid

“Each add-on felt justifiable on its own. Like, yeah, $89 for a branded app, sure. But when I added them all up and compared it to what the individual tools would cost if I just built the stack myself — the math started looking different.”

Respondent R3 · pragmatic

“I was paying for it, using it, and still supplementing it with a spreadsheet and manual follow-up. That's not a good sign. If I'm doing manual work on top of a tool I'm paying for, the tool isn't doing its job.”

Respondent R3 · pragmatic

“Once I was already frustrated about the brand stuff, the pricing math started feeling less justified. Like if I loved it I probably would've just paid it.”

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

“With {client-redacted} I was always kind of aware that there were add-ons I could bolt on, and some of them I wasn't sure if I needed or not. Arketa felt cleaner in that way.”

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

“It crept up. That's the honest answer. We were on the base stuff for a long time and it felt reasonable. Then you add this, add that — we had the Train add-on, we had the branded app, a couple other things. And at some point I looked at the monthly number and it was meaningfully higher than where we started, and I wasn't sure I could point to what changed to justify it.”

Respondent R5 · pragmatic

“It wasn't that {client-redacted} was dramatically more expensive — it was more that the value felt tilted wrong given what we actually needed.”

Respondent R5 · pragmatic

“Wodify wasn't dramatically cheaper — I want to be clear about that, it wasn't a cost-driven move. But it felt more like one thing, if that makes sense. Like here's what you pay, here's what you get. Whereas with {client-redacted} I always felt like I was looking at a menu.”

Respondent R5 · pragmatic

“One platform treats performance tracking as the main event, the other one felt like it was more of a billing tool that also had some workout stuff bolted on. That's probably not totally fair to {client-redacted} but that's how it felt.”

Respondent R6 · pragmatic

"If you're paying for something that feels like it's built for your world, the price feels fine. If it feels like you're paying for a tool that mostly does something adjacent to what you care about, the same number starts to feel off. Not outrageous, just… less worth it."

Respondent R6 · pragmatic

"I got to something like $4.50 per member per month just in software. Which sounds small but when I'm also thinking about what I'm paying per member in rent, in coaching coverage, in equipment — it added up to feeling like the software was taking a disproportionate slice for what it was actually doing for me at that point."

Respondent R7 · pragmatic

"Grow was the easiest to cut. That was first to go. I'd never fully trusted it was working and I couldn't point to a single member and say 'that person came through Grow.' Maybe they did, I don't know, but I couldn't see it clearly enough to defend the cost."

Respondent R7 · pragmatic

"The branded app — honestly that one I second-guessed the most. $89 a month for something that's mostly cosmetic. Members can use the regular app. I kept thinking there's a version of this where having our logo on the app matters for culture, but I couldn't justify it when I was cutting everywhere else."

Respondent R7 · pragmatic

"It's like when you're at a restaurant and everything's à la carte — maybe the total ends up the same as somewhere else, but the experience of ordering feels more expensive even when it isn't. That's kind of what it started to feel like."

Respondent R8 · pragmatic

"Like if someone asked me what my gym software costs, I had to actually go look it up. That felt wrong."

Respondent R8 · pragmatic

"I did the actual math about six months after switching and the difference wasn't as big as I'd felt in the moment. Thirty bucks a month, maybe forty… {client-redacted} wasn't actually that much more expensive. I just never felt like I had a clear picture of what I was paying, and Wodify gave me that feeling even if the number was basically the same."

Respondent R8 · pragmatic

"None of those decisions felt big in the moment. But I never sat down and said 'okay, I'm now committing to $700-plus a month.' It just crept there… I'm a pretty disciplined guy about costs. I review this stuff. And it still got me. That's on them, not me."

Respondent R9 · pragmatic

“I'm not a hundred percent sure Zen Planner is actually cheaper when you get to the same feature set… What I was really buying was the feeling that I knew what I was signing up for. The pricing felt less like a ladder I was going to keep climbing.”

Respondent R9 · pragmatic

“With {client-redacted} I'd sort of lost track of what I was actually paying once all the add-ons stacked up. That was part of the frustration — I didn't have a clean number in my head. It was like, base plan plus this plus that, and then I'd look at the total and think, wait, really?”

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“Mariana Tek felt like a deliberate choice I was making, versus {client-redacted} feeling like costs that had accumulated on me.”

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“You add one thing, then another thing, and you don't really notice until you stop and look at the total… if the app had just worked that weekend, I don't think we'd have been looking at all.”

Respondent R11 · pragmatic

“I didn't resent it as long as I believed the system was working. That's the thing. When Grow was doing its job I could justify the cost because I could point to leads converting to members. The math worked. Once I couldn't trust the lead data anymore, the whole calculation fell apart.”

Respondent R12 · pragmatic

“The modular pricing model itself started to feel a little adversarial after a while. Like, each piece is priced to feel reasonable, but you end up at a number that only makes sense if every piece is working perfectly. And when one piece breaks, you're suddenly looking at the whole bill differently.”

Respondent R12 · pragmatic

“Kilo — which is the Two-Brain recommended stack — was actually in the same ballpark or maybe a little more depending on how you configure it. It wasn't a cheaper decision, not

meaningfully. What sold me wasn't price. It was that Two-Brain has a whole methodology around lead follow-up and conversion, and Kilo is built around that."

Respondent R12 · pragmatic

"Where it started to feel off was when I was doing all this extra verification work myself. It's hard to articulate but there's a mental math that happens where you're like — I'm paying for this so I don't have to worry, and now I'm worrying more than before. So the number didn't change but the value felt like it had dropped."

Respondent R13 · pragmatic

"I didn't go into it thinking 'the price is too high.' I went into it thinking 'what am I actually getting for this.' And the answer felt a lot shakier than it had before."

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

"When the foundation feels broken, paying extra for the nice trim on top of it feels pretty stupid."

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

"Honestly the price wasn't the reason I left. If {client-redacted} had been solid I would have kept paying it. The money wasn't the issue. The trust was."

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

"I'm paying this much and I'm still keeping a paper binder. Like the software isn't actually running my program, it's just running my payments. That felt off. Not outrageous, but off."

Respondent R15 · pragmatic

"I'm paying for software that's actively frustrating a segment of my members. That math started bothering me."

Respondent R16 · pragmatic

"The value felt uneven — great for some of what we do, not great for this other thing we'd grown into."

Respondent R16 · pragmatic

“The comparison wasn't '{client-redacted} price vs. Mariana Tek price' anymore. It was more like 'what is the real cost of staying,' including my time and the fact that I still couldn't answer basic questions about my own business.”

Respondent R17 · pragmatic

“Why spend more on a tool I was already frustrated with.”

Respondent R17 · pragmatic

“Even though the sticker price was higher, it felt like I was buying the right thing instead of buying the wrong thing and then fixing it myself.”

Respondent R17 · pragmatic

“I started adding things — the Train add-on because my members wanted workout tracking, the branded app at some point. And each one individually I could justify, but I remember looking at my credit card statement one month and being like, wait, this is almost four hundred dollars? For one location? And that's when I started doing the math differently. Like it stopped feeling like one software subscription and started feeling like I was buying pieces of something that should've been included.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

“{client-redacted} had some of that with Train but it never felt as baked in, you know? Like it was an add-on in spirit even when you paid for it.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

THE DECISION TO LEAVE

“The Arketa rep spent two hours with me on a call and just... built it. Like she was configuring things live while I watched and asked questions. By the end of the call I had a real setup. I hadn't experienced that before with any software.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“When I was cleaning out my inbox to find old billing stuff for the migration, I found — I don't know, it was a lot of unopened {client-redacted} emails. Forty, maybe more. Setup guides, feature announcements, probably onboarding stuff. I felt a weird little flash of guilt about that, honestly. Like, they did try.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“The renewal email came in and instead of just clicking through like I had the year before, I paused and thought 'wait, should I actually look at this?' That was the first time in two years I'd really questioned it.”

Respondent R2 · self-critical and candid

“I don't think I would have done it if I'd known exactly how much work it was going to be going in, but once you're in the middle of it you just push through.”

Respondent R2 · self-critical and candid

“I didn't seriously look at Wodify or Zen Planner or any of the other gym-specific tools. For me it was never going to be a like-for-like switch. I wanted out of the category.”

Respondent R3 · pragmatic

“It was pretty fast once it started, which in hindsight maybe says something. I mentioned it to my business partner — she's more skeptical than me, she was like 'are you sure, switching seems like a pain' — but I was pretty set on it. I think I talked myself into it more than I talked it through.”

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

“It probably went active — I want to say late 2023, maybe fall. My head coach had been making noise about it for a few months and I'd been half-listening, doing that thing where you acknowledge it but don't act on it. Then he brought it to the leadership meeting formally. Had some notes, had looked into it.”

Respondent R5 · pragmatic

“It was heavy. I won't sugarcoat it. We gave ourselves eight weeks and we needed most of it. The data migration was the part that took the longest. Member records, billing setups, waivers — a lot of that had to be touched manually or at least verified.”

Respondent R5 · pragmatic

“We didn't really shop around a ton — I wasn't doing a big formal comparison between five platforms. It was pretty much {client-redacted} versus Wodify because that's where my head already was from years of hearing about it.”

Respondent R6 · pragmatic

“Getting the member data over, making sure billing didn't get screwed up in the transition — that took some careful attention. I was pretty nervous about members getting double-charged or something falling through the cracks.”

Respondent R6 · pragmatic

“I didn't do a super rigorous evaluation. I was in the middle of a bad quarter, didn't have a lot of bandwidth. Triib was cheaper, covered the basics, a few people vouched for it. That was enough to push me over.”

Respondent R7 · pragmatic

“Members barely noticed honestly, which was either a good sign about Triib or a commentary on how much they were actually using the {client-redacted} app.”

Respondent R7 · pragmatic

“The sales guy walked through everything and at the end he just said something like 'and that's everything included in your monthly.' One number. I remember actually feeling relieved when he said that. That was the moment, honestly.”

Respondent R8 · pragmatic

“I posted something in a Two-Brain forum thread — just said {client-redacted} feels like a bait and switch, the costs went up faster than my growth did. And it kind of blew up a little. I think fourteen people reacted, six or seven DMed me directly. Owners I respected saying yeah, same thing happened to us. That turned it from irritation into a real decision.”

Respondent R9 · pragmatic

“Within maybe two weeks of that Tuesday night I'd done a demo with Mariana Tek and basically decided. It was just me making the call.”

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“The rep we talked to was good — asked us what weekends mattered to us, what our peak times were. That question alone kind of won us over a little, because it showed they were thinking about reliability, not just features.”

Respondent R11 · pragmatic

“{client-redacted} support — I did reach out about the lead issue. They were responsive, acknowledged something had gone wrong, said they'd look into it. But by that point I'd already mentally moved on. The response felt like closing a ticket, not solving a problem I'd been sitting with for who knows how long.”

Respondent R12 · pragmatic

“The churn decision happened weeks before I ever told anyone at {client-redacted} I was leaving.”

Respondent R12 · pragmatic

“On that call, the person walking me through it mentioned — I think without me even asking directly — that waivers gate access by default. Like that's just how it's built. I actually wrote it down. And that was kind of it for me. That one sentence did more than several support tickets had.”

Respondent R13 · pragmatic

“I was emotionally done with {client-redacted} and I needed to land somewhere I had some confidence in. Wodify felt known enough that I pulled the trigger.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I was terrified of another billing screwup during the transition, so I was checking everything manually. Like every single member. Which is not a good use of my time but I didn't trust the process.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“The data migration — I didn't fully trust it. Belt history especially. Zen Planner pulled over the member records but the rank data I basically had to re-enter manually from the binder, which is ironic because that's the thing I was trying to get away from.”

Respondent R15 · pragmatic

“I just told him I wasn't going to keep being the one apologizing for things that weren't my fault. That's basically how I said it. He sat with it for a second and said okay.”

Respondent R16 · pragmatic

“It wasn't a big strategic meeting. It was just me being done.”

Respondent R16 · pragmatic

“I think I spent maybe six weeks from that first Google search to signing with Mariana Tek. It felt methodical but looking back it moved pretty fast once I'd seen that the thing I needed actually existed somewhere.”

Respondent R17 · pragmatic

“There wasn't a big formal decision moment. It was more like the trial kept going and we just… didn't go back. I called {client-redacted} at some point to cancel and the person was genuinely nice about it, which made me feel a little bad.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

WHAT COULD HAVE CHANGED THE OUTCOME

“If someone had reached out — not to sell me something, just to say 'you've been on for a year and your setup looks incomplete, do you want to do a call?' I think I would have said yes. I was embarrassed enough about it that I wasn't going to ask for help myself, but if someone had made it easy and low-pressure I might have actually shown up.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“Someone in my corner from week one. Not handing me a knowledge base, not sending emails I'm never going to open — just a person who says, let's get this set up together right now while we're on this call.”

Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

“If someone from {client-redacted} had reached out at some point — like a real person, not an automated email — and said 'hey, you've been paying for Grow and haven't set it up, do you want help with that or do you want to drop it from your plan?' that might have changed things. Because part of what made me feel bad was this sense that I was failing at something I was paying for.”

Respondent R2 · self-critical and candid

“Simpler onboarding, I think. Or like — onboarding that met me where I actually was, not where I hoped I'd be. Because I signed up with all these plans and then real life happened and I needed someone to say 'okay, just get these two things working first, and we'll come back to the rest later.'”

Respondent R2 · self-critical and candid

“I never got a sense that those problems were on a roadmap that was moving fast. Support would acknowledge them, but I never got 'this is coming in Q3' or anything concrete. It felt like the product was improving slowly and broadly rather than fixing the specific things that were breaking my workflows.”

Respondent R3 · pragmatic

"I left because I lost confidence, not because I had a better option lined up from day one. The better option came after I'd already decided to go."
Respondent R3 · pragmatic

"I never reached out to {client-redacted} about it though. I didn't ask if anything was coming or if there was a way to do more. I just kind of assumed it wasn't possible and started looking elsewhere."
Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

"I wish I'd appreciated the reporting stuff more while I had it... if {client-redacted} had done more to show me what I had, and if the brand customization had been better, I'd probably still be there. Which is a weird thing to admit six months after leaving."
Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

"I think the real answer is that the cultural fit piece is hard to solve with a product update. Our gym's identity is tied up in competitive CrossFit. If {client-redacted} had leaned harder into that community — events, partnerships, really owning that space — maybe the conversation never starts. But that's a bigger thing than any one feature."
Respondent R5 · pragmatic

"I think I would've wanted a different kind of relationship with them. Not just support tickets. Someone who knew our gym, knew we were a competitive affiliate, checked in occasionally. We're not a small account — 350 members, been with them six years. I don't think anyone at {client-redacted} would've known my name if I called. That matters to me. It's how I run my own business."
Respondent R5 · pragmatic

"Nobody from {client-redacted} ever reached out and said hey, we know you're a CrossFit box, here's what we're building for you. It was more just like... a general product that I happened to use for a CrossFit gym."
Respondent R6 · pragmatic

"If someone had reached out even once and said hey, we see you're a CrossFit affiliate, we're working on some stuff around performance tracking, wanted to get your input — I probably would've felt more invested. Like I might've waited to see what came of it instead of just drifting toward the exit."
Respondent R6 · pragmatic

“I wasn't angry at {client-redacted}. I wasn't leaving because I hated the product. I was leaving because the math stopped working and nobody gave me a reason to stay and figure it out together. That's a different kind of leaving.”

Respondent R7 · pragmatic

“Gyms have bad years. A vendor that only scales up with you but doesn't scale down with you — that's a vendor that's going to lose you the first time things get hard. And things always get hard at some point.”

Respondent R7 · pragmatic

“I don't think I ever talked to anyone at {client-redacted} about leaving — I just left. So I don't know if they would have offered something. Maybe they would have. But nobody reached out either, which probably tells you something about how that side of things worked.”

Respondent R8 · pragmatic

“Simpler pricing, honestly. Just tell me what it costs, here's your plan, here's what's in it. I don't want to be assembling a software subscription like I'm picking toppings. And maybe someone checking in every once in a while — not to sell me something, just to see if things are working.”

Respondent R8 · pragmatic

“If sometime in year three or four, when my bill was climbing, someone from {client-redacted} had reached out and said hey, we see you're on Pro plus three add-ons, here's a bundled rate for customers at your scale — I think that would have landed. It would have felt like they were paying attention.”

Respondent R9 · pragmatic

“I would have paid more than $159 a month if they'd been upfront about it. I'm not saying I wanted it free. I'm saying I wanted to know. The incremental add-on model puts you in a position where you're always selling me something instead of just serving me.”

Respondent R9 · pragmatic

“Some kind of check-in. Not a sales call, just someone saying 'you've been with us four years, here's what you're paying, does this still make sense for your business?' Nobody ever did that. I was invisible until I left.”

Respondent R9 · pragmatic

“If they had called me back that same night, within like an hour, and someone senior had walked me through exactly what happened and exactly why it couldn't happen again, that

might have at least slowed me down. Not the explanation they eventually gave me, which was basically fine but came later and felt a little routine. Something that felt like they understood how serious it was to me specifically."

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

"Somewhere in that second year it started feeling like I'd outgrown it a little, or like it was built for someone who just needed the basics to work, not someone trying to build something that feels premium. I'm not sure a software update fixes that. It's more of a feeling."

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

"If someone from {client-redacted} had reached out after the outage — like a real person, not a form email — and said 'here's what happened, here's what we're doing so it doesn't happen again, and here's what we're putting in place for holiday weekends specifically' — I think that would've meant something to us."

Respondent R11 · pragmatic

"Nobody really talked to us like they understood what that weekend cost us. Not in dollars — just, like, what it felt like to call our neighbors one by one and explain why the app wasn't working."

Respondent R11 · pragmatic

"If Grow had built in some kind of reconciliation dashboard, something that let me compare leads submitted versus leads received on a weekly basis, I might have caught this myself earlier and it might have felt like a known risk I could manage rather than an invisible one."

Respondent R12 · pragmatic

"A system that surfaces recurring issues to customers proactively — 'we've identified a bug that may have affected your lead capture, here's what we know' — that would have meant a lot. That's the kind of thing that rebuilds trust instead of just closing tickets."

Respondent R12 · pragmatic

"I think if someone from {client-redacted} had come back to me and said 'here's exactly how the waiver gate works, here's proof it's enforced before billing fires, and here's where you can see that in your settings' — like a really clear, confident explanation with receipts — that probably would have bought more time. What I got was helpful but vague. 'We've looked into it and it should be working correctly.' Should be isn't the same as is."

Respondent R13 · pragmatic

"I think I would have needed to feel like {client-redacted} was sweating the legal and compliance stuff the same way I was. Not just the features I could see, but the defaults. The things that protect you when you're not paying attention. That's actually what I was paying for, in my head — to not have to be the person who catches everything."

Respondent R13 · pragmatic

"If someone from {client-redacted} had called me — not a support ticket, an actual phone call from someone with some authority — within like the first week, and said 'we know what happened, here's exactly why, here's what we're doing so it never happens again, and we want to make this right' — that might have bought them more time with me."

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

"They should have been seeing the pattern on their end. If I'm having recurring billing weirdness, other gyms probably are too. Someone at {client-redacted} should have been looking at that data and flagging it internally. Whether they were doing that and just hadn't fixed it yet, or whether nobody was watching, I don't know. Either answer is kind of unsettling."

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

"If they had said 'we're building belt tracking, here's what it'll look like, here's when' — maybe. Maybe that keeps me another six months, a year, while I wait to see it. But I don't think a discount would have done it. The money wasn't really the thing. It was that the software didn't understand what my program is. You can't discount your way out of that."

Respondent R15 · pragmatic

"It always felt like I was explaining my sport to someone who'd never heard of it. After a while you just stop asking."

Respondent R15 · pragmatic

"I wish someone had asked us earlier how we were using it. Not support when something broke, but like a check-in. Because we were doing this online-membership-in-a-box thing for almost two years before we left, and I don't think anyone on their side knew we were struggling with it."

Respondent R16 · pragmatic

"By then I think I needed to feel like the software was going to work for us, not just that someone was sorry it wasn't."
Respondent R16 · pragmatic

"By the time I was in that Google search, I wasn't really looking to be retained. I was looking to confirm that something better existed. And it did."
Respondent R17 · pragmatic

"The thing that would have actually kept me is if the software had natively understood that a gym can run more than one kind of session and tracked them separately without me having to lie to it about what they were. That's a product problem, not a support problem."
Respondent R17 · pragmatic

"If someone had called me proactively after I opened location two and said hey, here's how other multi-location gyms set this up in {client-redacted}, here's how to get a clean rollup — that might have bought them more time. Not forever, but it might have slowed me down."
Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

"The honest answer is yeah, there was probably a window, but it closed before either of us knew it was open."
Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

FINAL REFLECTIONS

"My one worry is that the hand-holding ends. Like, what happens when the onboarding rep moves on and I have a problem? I don't want to be back where I was — too embarrassed to ask, too busy to figure it out, just quietly stuck. That's the thing I'm watching."
Respondent R1 · reflective and self-aware, with shared accountability — she attributes the failure to both {client-redacted}'s onboarding model and her own avoidance, without strong hostility toward the product

"I feel a little weird being in a 'churned customer' conversation because honestly I'm not sure I gave it a fair shot. I under-used it and then left when the bill felt hard to justify, and that's — I don't know, that's partly on me. I'm a little worried I'll do the same thing with Triib, if I'm being honest."
Respondent R2 · self-critical and candid

*"The $200 a month I'm saving looks cleaner on paper than it feels in practice. The system works, I'm proud of it, I posted about it and got good feedback from people in the

community. But I built something that only I fully understand, and if I ever sell this gym or step back, whoever comes in next inherits a homegrown system that isn't exactly documented.”

Respondent R3 · pragmatic

“I've actually looked at their changelog a couple times since leaving. Which is maybe a little embarrassing. I think I'm half-hoping they'll announce something on the brand customization front so I have a reason to go back without feeling like I just flip-flopped for no reason.”

Respondent R4 · reflective and candid — self-aware about the impulsiveness of her decision, mildly regretful, and openly ambivalent about her current platform

“The frustration was that the goodwill those people built up kept getting spent on the same recurring problems. That's a product issue, not a people issue. But it's worth separating those two things.”

Respondent R5 · pragmatic

“The billing side has been fine, nothing crazy. Honestly I don't think it's dramatically better than {client-redacted} was on the operational stuff, it's just adequate in the same way {client-redacted} was adequate. The difference is really on the athlete-facing side.”

Respondent R6 · pragmatic

“The support honestly. The Wodify support is fine but the {client-redacted} team had this thing where it felt a little more personal. Like you were talking to people who actually knew your gym.”

Respondent R6 · pragmatic

“I'm not sitting here thinking I made some great strategic move. I made a cash flow decision during a hard quarter. Whether it was the right long-term call I genuinely don't know yet.”

Respondent R7 · pragmatic

“Weirdly I miss the billing transparency. Being able to see everything flowing through Stripe clearly. Triib's billing works but it feels a little more opaque to me, which is ironic given that was part of why I left.”

Respondent R7 · pragmatic

“Miss anything from {client-redacted}? The support response time, maybe. I've had a couple things with Wodify where I waited longer than I would have before. Nothing major. But yeah, that was genuinely good over there.”

Respondent R8 · pragmatic

“What I don't miss is opening my email and seeing the billing statement and doing the math in my head. That sounds small but it was a real thing.”

Respondent R9 · pragmatic

“The frustrating part was that the niceness didn't fix the pattern. I'd have a billing issue, someone would be kind and responsive, it would get resolved, and then a similar thing would happen two months later. After a while you start to feel like the support is good but the underlying problems just keep cycling back. That wears you down quietly.”

Respondent R10 · reflective and candid — willing to interrogate her own reactions, acknowledge uncertainty about whether the incident warranted her response, but ultimately resolute in her decision

“Boring and reliable is fine with us... My wife keeps a paper backup of the class list. Probably always will at this point.”

Respondent R11 · pragmatic

“The trust erosion was quiet and then sudden. There wasn't a dramatic moment until there was. And by the time it was dramatic, the conversation was already over in my head.”

Respondent R12 · pragmatic

“I think the thing I'd want them to know is that it's not always the big dramatic failures that lose you a customer. It was one flow, behaving inconsistently, twice, at a moment when someone I trust told me it mattered legally. That's it. If that had been airtight I'd probably still be on {client-redacted} right now, complaining about the website builder like everyone else.”

Respondent R13 · pragmatic

“It's like having a really nice plumber who comes to fix the same leak four times. Eventually you're not thinking about how nice he is anymore.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I'm on Wodify now and it's fine, but I'm still checking my billing run manually at the start of every month. Every month. So whatever {client-redacted} did to me, I'm carrying it into the next relationship.”

Respondent R14 · candid and reflective — emotionally resolved about the decision, willing to assign partial blame to himself, but clear-eyed about the systemic failure he believes {client-redacted} should have caught

“I'm not sure it's exactly right either. Maybe that software doesn't exist yet.”

Respondent R15 · pragmatic

“I think what's hard is that 'great support' and 'the same problem keeps coming back' can both be true at the same time, and eventually the second one wins. You can only apologize to someone for so long before the apology stops helping.”

Respondent R16 · pragmatic

“They'd help me work around it again, but the underlying thing never changed. So it felt like they were doing their job well inside a system that wasn't improving fast enough.”

Respondent R17 · pragmatic

“The support thing is worth saying again because I don't want it to get lost. Their support was genuinely good. Like real people, fast, they knew the product... So when I say I left, I want to be clear it wasn't because I felt like they didn't care. I think they do.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

“Some of the same bugs would come back. Like you'd report something, they'd fix it, and then a few months later a version of the same problem shows up again. Billing stuff mostly. Nothing that wrecked us, but it was the kind of thing that erodes your confidence slowly. You stop fully trusting the numbers and you're spot-checking everything manually.”

Respondent R18 · reflective and candid — willing to assign partial blame to himself, but clear-eyed about genuine product gaps

WHAT WE ASKED

Interview guide

AI-moderated semi-structured guide. Probing depth set per section. Adapted to respondent flow during conversation.

01 · Background & Gym Context

- To start, can you tell me a bit about your gym — what kind of fitness business you run, roughly how many members you have, and your role day to day?
- Before {client-redacted}, what were you using to manage your gym operations, and what prompted you to look for something new at that time?

02 · Adoption & Early Wins

- Think back to your first few months on {client-redacted}. What stood out to you during that period — what was working, and was there anything that wasn't? Walk me through what that early experience was like.
- At the point when you felt most positive about {client-redacted}, what specifically was it doing for your business? And was there anything you expected it to handle that it didn't, even early on? It's fine if nothing comes to mind.

03 · Shift in Perception & Trigger Moments

- Can you walk me through a specific moment or incident when your view of {client-redacted} started to shift? What was happening in your business at that time, and what did you run into?
- Were there particular workflows or tasks where {client-redacted} stopped keeping up with what you needed? Tell me about one that stands out — what were you trying to do, and what happened?
- As your business changed over time — whether that was growth, new offerings, or new staff — how did {client-redacted} fit or not fit with those changes? I'd love a concrete example if one comes to mind.

04 · Pricing, Add-Ons & Value Perception

- How did your thinking about what you were paying for {client-redacted} change over the time you used it? Walk me through how the cost picture evolved for you.

- Were there specific add-ons or extra modules you either purchased or considered purchasing? What was that experience like — and how did you weigh the cost against what you were getting?
- When you started looking at alternatives, how did their pricing compare to what you were paying {client-redacted}? What stood out to you in that comparison, if anything?

05 · The Decision to Leave

- Take me through how the decision to leave {client-redacted} actually unfolded. When did it go from a thought to an active conversation, and who in your gym was part of that decision?
- What alternatives did you look at, and how did you narrow it down? What were the main things you were comparing?
- What was the actual process of switching like — moving your data, getting your team up to speed, communicating to members? Walk me through how that went.

06 · What Could Have Changed the Outcome

- Was there a point before you left where something from {client-redacted} — a product change, a conversation, a pricing adjustment — could have changed your mind? There may not have been, and that's a perfectly valid answer.
- If you could go back and redesign your experience with {client-redacted} from the start, what would have needed to be different for you to still be using it today?

07 · Final Reflections

- Is there anything about your experience with {client-redacted} — good, bad, or somewhere in between — that we haven't talked about and you think is important to share?
- Now that you've been on your new platform for a while, how is it going? Is there anything about {client-redacted} you find yourself missing, or not? No worries either way.