



18849 Sycamore Drive
Loxahatchee, FL 33470
PH: (561) 798-2772
FX: (561) 791-9151

info@pagepartners.com
<http://www.pagepartners.com>

Case Study: Mind-Body Connection



mindbody
connection

*inspire the mind
revive the body
ignite the soul*

<http://www.mindbodyconnection.us>

"I don't know how I could have ever run my business without this website. My students love it because it is user-friendly and they can quickly view what classes are available, then schedule and pay for their classes in a hassle-free environment." ~ Eileen Owoc, Owner/Founder Mind-Body Connection

Customer Profile

Customer name	Mind-Body Connection
Address	8620 Griffin Road
City, state, ZIP Code	Cooper City, FL 33328
Phone number	(954) 680-4390
Web site address	http://www.mindbodyconnection.us
Industry	Mind and body health and fitness
Number of employees	20
Contact name	Eileen Owoc
Title	Owner/Founder

mindbody
connection

*inspire the mind
revive the body
ignite the soul*

Home
Boutique
Pilates
Yoga
Meditation
Belly Dancing
Cardio "Strip"
Reiki
Spinning
Spa Nights
Empowerment
Beauty Boot Camp
Kids & Teens
Private Parties
WorkShops
Classes
Links
Contact Us
Schedule a Class
Log in

*South Florida's Premier
Fitness Spa*

Join Us!

Each day brings us a chance to define our lives -- who we are and who we want to be. By balancing Mind and Body we can determine our destiny.

Mind-Body Connection brings together the core disciplines of self discovery and fitness under one roof. We provide physical programs for the body, meditation and self discovery tools for the soul and inspirational books and gifts that will influence the quality of your life.

Make the journey in to our beautiful Fitness Spa and discover the changes you can make to your life by attuning to your own Mind-Body Connection.

"The journey of a thousand miles begins with one step."
Henry David Thoreau

The classes at Mind-Body Connection have been developed to promote conscious living. That is, living with the awareness of the power of the stream of energy between Mind and Body. Our bodies contain neuropeptides and each time we think a thought, different chemicals go through the body. These chemicals are either poisoning our bodies or boosting our immune system. It's all thinking!

Each class has been designed to teach students to harness the power of their own unique

Phenomenal

Case Study

Mind-Body Connection, Cooper City, Florida

Company Profile

Mind-Body Connection offers self-discovery and physical fitness programs for progressive people of all ages.

- Pilates
- Yoga/Meditation
- Spinning
- Self-Help Workshops
- Inspirational Books and Materials

Business Issue

Anyone who has attended an old-fashioned Pilates or yoga studio knows how getting an appointment often adds to the stress the classes are designed to relieve.

"You call the studio," one student recounted, "and nine times out of ten the phone is busy because they're helping other customers. Then, when you finally do get in, most of the time you're put on hold. When it's finally your turn, you have to go through this long process to figure out which of the classes you want to attend still have openings. Sometimes you don't have the schedule, so you end up asking them, 'Is there a yoga class the morning of the 23rd?' They flip through their book to find the class, but it's full. Then you ask about another day. This can go on for several minutes. It's frustrating!"

Solution

To solve the problem, PagePartners created a customized, database-driven web site that allows students to:

1. Create a password-protected student account
2. Buy class tickets with their major credit card
3. View the class schedule and sign up for available classes

The Mind-Body Connection employees maintain the class schedule and other application settings. They can also move students in and out of classes easily, adjust student tickets and perform other administrative functions.

Benefits for Students

Mind-Body Connection students like the system because they no longer have to struggle to find classes and sign up for them. Now they can create an account, buy tickets and sign up for classes any time of day or night, without ever having to contact a Mind-Body Connection employee.

"Our students tell us they love the website," Owoc said. "They're always asking us when the new schedule will be posted."

Benefits for Mind-Body Connection

The system frees up employees to do more productive work like helping students and running the gift shop.

Mind-Body Connection employees may:

1. Edit website content such as class description details
2. Swap out page photos through their browser
3. Maintain the list of classes offered
4. Maintain instructors
5. Maintain class schedule
6. Take the class attendance
7. Quickly add walk-ins to any class
8. Quickly remove students from a class due to a last minute cancellation

Staff spends more time helping students and less time on the phone.

In addition, the database of students is used to send out a monthly newsletter.

Application Screen Shots

Student View: Class Schedule

<i>Monday, October 09, 2006</i>						
	Open	Time	Class	Class Type	Location	Instructor
	4	6:00 AM	Spinning	Spinning	Fitness Room	Nikki Hanna-Agnew
	CLASS FULL	7:30 AM	Spinning	Spinning	Fitness Room	Bea Metz
	CLASS FULL	8:30 AM	Pilates Reformer combo level 1 and 2	Pilates	Pilates Studio	Bea Metz
	3	8:30 AM	Spinning	Spinning	Fitness Room	Kathy Palkaninec
	CLASS FULL	9:30 AM	Pilates Reformer/Tower	Pilates Reformer level VII	Pilates Studio	Stacey Berube
	1	4:15 PM	Yoga	Yoga	Yoga Room	Joy Kochmer
	5	4:30 PM	Pilates Reformer combo level 1 and 2	Pilates	Pilates Studio	Kathy Palkaninec
	3	5:30 PM	Spinning	Spinning	Fitness Room	Jennifer Blank
	3	6:00 PM	Pilates Reformer/Tower	Pilates Reformer level VII	Pilates Studio	Kathy Palkaninec
	1	6:30 PM	colorgized spinning	Colorgized Spinning	Fitness Room	Christina Leon
	3	7:00 PM	Pilates Reformer/Tower	Pilates Reformer level VII	Pilates Studio	Bea Metz
	3	7:30 PM	Meditation/Guided Visualization	Meditation	Yoga Room	Eileen Owoc

Staff View: Edit Class Schedule

<i>Monday, October 09, 2006</i>				<input type="button" value="Copy Day"/>	<input type="button" value="Delete Day"/>
Class Event	Capacity	Instructor	Time	Location	
Spinning	8	Nikki Hanna-Agnew	6:00:00 AM	Fitness Room	<input type="checkbox"/>
Spinning	8	Bea Metz	7:30:00 AM	Fitness Room	<input type="checkbox"/>
Pilates Reformer combo level 1 and 2	12	Bea Metz	8:30:00 AM	Pilates Studio	<input type="checkbox"/>
Spinning	10	Kathy Palkaninec	8:30:00 AM	Fitness Room	<input type="checkbox"/>
Pilates Reformer/Tower	12	Stacey Berube	9:30:00 AM	Pilates Studio	<input type="checkbox"/>
Yoga	5	Joy Kochmer	4:15:00 PM	Yoga Room	<input type="checkbox"/>
Pilates Reformer combo level 1 and 2	9	Kathy Palkaninec	4:30:00 PM	Pilates Studio	<input type="checkbox"/>
Spinning	10	Jennifer Blank	5:30:00 PM	Fitness Room	<input type="checkbox"/>
Pilates Reformer/Tower	12	Kathy Palkaninec	6:00:00 PM	Pilates Studio	<input type="checkbox"/>
colorqized spinning	10	Christina Leon	6:30:00 PM	Fitness Room	<input type="checkbox"/>
Pilates Reformer/Tower	12	Bea Metz	7:00:00 PM	Pilates Studio	<input type="checkbox"/>
Meditation/Guided Visualization	5	Eileen Owoc	7:30:00 PM	Yoga Room	<input type="checkbox"/>

Staff View: Class Roll

Class Roll

Class : Pilates II - Reformer
 Date : Thursday, October 12, 2006
 Time : 6:00:00 PM
 Location : Pilates Studio

It is now 10/12/2006 4:28:42 PM
 Class starts in 2 hours

Student	Phone	Email	Attended	UN-ENROLL
Demarest, Lynn	561-798-2772	ldemarest@pagepartners.com	<input type="radio"/> Yes <input type="radio"/> No	<input type="button" value="Quick UN-Enroll"/>
Demarest, Diana		ddemarest@pagepartners.com	<input type="radio"/> Yes <input type="radio"/> No	<input type="button" value="Quick UN-Enroll"/>

2 students are enrolled.