



Case Study: SoulCycle

Industry: Health/Fitness
Employees: 1,500+
Locations: 99

Before Legion

- Manual process for scheduling, employee preferences
- No by-location forecasting
- No digital capture of employee preferences
- Manual shift swaps

After Legion

- Highly accurate, by location, by day forecasts
- No manual processing of shift swaps, covers
- One-click schedule generation
- Employee schedule preferences captured via app

Results

- 50 percent scheduling time reduction for managers (seven to 25 hours at Legion-deployed locations)
- Automated shift swaps save nine minutes per swap
- No compliance violations due to built-in controls



SOULCYCLE

“Some managers said they spent 15 hours per month on scheduling, others said it was 50 hours, and scheduling time has dropped at least in half with Legion.”

— Jordan Fontini

Jordan Fontini is not only the Director of Operations for SoulCycle but she is also the embodiment of the company’s transformational promise.

For those who haven’t experienced SoulCycle, the fitness brand offers more than just an intensive indoor cycling class. Designed to benefit “mind, body and soul,” the dark, candlelit rooms have positive affirmations on the wall while booming music and instructor-curated playlists provide an immersive music experience.

“We consider it a transformative experience for your mind and body,” says Fontini. “We are founded upon acceptance, equality, love, inclusivity, community, strength, resilience.”

“Instructors become beacons of hope and light for our riders,” she goes on. “At the heart of SoulCycle is community and reaching new heights.”



Jordan Fontini,
Director of Operations,
SoulCycle

Embracing the SoulCycle philosophy

Fontini started to work at SoulCycle as a part-time front desk associate just out of college and now manages three others on her team while overseeing all studio operations—safety, expansions, strategy, scaling growth, scheduling, crisis management and a host of other operational activities.

“I turned into who I am here,” says Fontini. “I learned more than I ever have in my life. I have met incredible people, learned how my body works and truly understood my emotions just from being here.” Fontini says that rolling out Legion was her first big project when she joined SoulCycle’s headquarters staff after being a studio employee. It was a great experience as she learned how to “coordinate across locations, implement a company-wide process change and train new studio managers on the scheduling process.”

Manual processes difficult to scale

Fontini says that, as SoulCycle grew rapidly in 2017, there came a point when manual methods of collecting employee preferences and creating schedules just didn’t work. She also looked for accurate, by-location demand forecasting because each SoulCycle location has distinct patterns for in-class registrations and requires its own forecast.

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Immediate time savings in scheduling

Fontini says SoulCycle piloted Legion for eight months at 12 studios throughout the U.S. and Canada, going through the system with a “fine-toothed comb” and had weekly feedback from managers. The biggest benefit right away was “being able to click a button and a schedule appears.”

She says fully-automated shift swaps and covers, which they were doing by hand, save tremendous time. “This automation is huge for us,” says Fontini.

The Legion mobile app is where employees can indicate scheduling preferences, ideal shift length, chat with co-workers, see upcoming shifts and initiate shift swaps and time-off requests. Legion accurately predicts labor needs based on projected forecasts—in SoulCycle’s case, this is based on class registration patterns by studio—then matches employee preferences with business labor needs, meeting employee preferences 96 percent of the time. It’s also where employees can offer their shifts to other available employees if they cannot make a scheduled shift. In Legion, managers can either allow fully automated shift swaps or require a manager’s approval. Fontini says that most SoulCycle locations are enabled for self-service with no manager approval required. On average, shift swaps save 9 minutes per swap.

Asked to summarize the benefits of implementing Legion, Fontini points to Legion’s automated scheduling system.

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Labor compliance considerations

One other benefit Fontini points to is labor compliance. She worked with Legion Customer Success to configure labor regulations for each region. Legion preloads compliance regulations and gives organizations the ability to customize locally based on in-house policies. When automated scheduling occurs, compliance is automatically factored. The same goes for shift swaps. If a manager edits a schedule in a way that would be out of compliance (for example, she makes edits after the schedule is published or edits a schedule so a worker is scheduled for a shift longer than eight hours, Legion will automatically flag out-of-compliance violations.)

“The compliance features are big for us,” says Fontini. “Our staff doesn’t have to think twice about whether their scheduling is honoring local laws or not.”



SoulCycle's mission is to bring Soul to the people. Their one of a kind, rockstar instructors guide riders through an inspirational, meditative fitness experience that's designed to benefit the body, mind and soul.



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Legion is reinventing how companies manage and empower their hourly workforce. By accurately forecasting demand, computing precise labor needs, and staffing with the right employees at the right time based on employee skills and preferences, Legion's autonomous, AI-powered Workforce Management platform enables companies to tightly manage labor spend while delivering great experiences for their customers and employees.