

"Way beyond our expectations!  
This app just rocks. It has  
everything our members are  
looking for... loyalty check-ins,  
class registration & scheduling,  
social integration ... it has  
it all!"

MARKETING DEPARTMENT,  
CSU CHICO WREC



## CSU Chico WREC CASE STUDY



CSU Chico Wildcat Recreation Center  
Chico, CA  
[www.aschico.com/wrec](http://www.aschico.com/wrec)

Category  
Fitness

## CSU Chico WREC CASE STUDY

CSU Chico WREC (Wildcat Recreation Center), located on the campus of Chico State University is the go-to place for Chico State students to get fit and have fun. Housing a vast array of weight equipment, 3-story climbing wall, basketball court and video/mp3 outfitted cardio machines, the WREC infuses fun and fitness.

The CSU Chico WREC App is now available in mobile app form. CSU Chico WREC mobile app highlights a power-packed assortment of features and convenience for its users. Users of the app are reporting an overall ease of use and seamless integration of social media.

### PLATFORMS



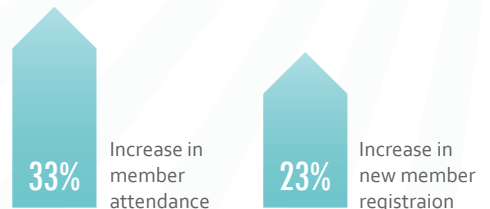
### APP FEATURES

GPS Directions  
Event Listings  
Business Info

GPS Coupons  
Fan Wall  
Mailing List

Image Gallery  
Email Photo  
One-Touch Calling

### MOBILE APPS IMPACT ON BUSINESS



### MOBILE APPS IMPACT ON SOCIAL MEDIA

