

# STREAMLINING CUSTOMER SERVICE WITH A UNIFIED AGENT DESKTOP

Fitness First started as a single health and fitness club in Bournemouth in 1993. It has since grown to become one of the world's largest gym, health and fitness club groups with over 1 million members, more than 380 Fitness First clubs across 16 different countries and 85 clubs in the UK.

Fitness First's UK contact center operation offers an essential first point of contact for customers looking to join up, change their membership details, renew contracts, as well as for general enquiries. In addition to handling inbound calls, Fitness First agents also conduct outbound programmes to support member retention as well as using email, mailings and social media campaigns.

Fitness First was keen to improve customer contact performance, however the combination of its legacy call delivery system and CRM-based member management system made it hard for agents to gain access to the information they needed.

"While we held all the necessary information in-house, it was really hard for our agents to get hold of a customer's details during a call, due to the lack of integration between our systems," commented Fitness First's Performance Manager, Emma Stark. "This had an inevitable impact on first contact resolution and overall levels of customer satisfaction."

"When a member called up initially, Fitness First agents had to gather details and then submit a request for back-office departments to make a change. This could often prove a lengthy process and frequently meant that customers would call back to check on progress and it looked like we hadn't acted on their request," added Emma. "This lack of integration also impacted the consistency of information shared between the contact center and the fitness clubs. For example, membership upgrades transacted by the contact center weren't being shared with the clubs."

"It was clear that lack of systems integration was increasingly impacting member satisfaction and we were determined to update our customer contact infrastructure so that we could deliver an improved customer experience," she continued. "Our goal was to implement a more joined up solution that could directly address the issue of first-contact resolution—cutting repeat calls and freeing our agents to focus on delivering a high-quality customer service."

## ABOUT FITNESS FIRST

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[www.fitnessfirst.com](http://www.fitnessfirst.com)



## BENEFITS

- Increase in first contact resolution—improved customer satisfaction and huge reduction in call volumes.
- Integration of contact center and back-office through IFS's intelligent agent desktop
- Fitness First agents free to spend more time on complex member issues
- Improved contact center reporting, providing management with access to more meaningful call data.

After a detailed market assessment, Fitness First engaged IFS to help support the delivery of an optimized customer experience for the club's members. Fitness First recognized that its contact center was an essential first point of contact for customers, so opted for an approach that would bring immediate customer service benefits. Working with IFS, Fitness First has now implemented a powerful multi-channel contact center and intelligent agent desktop solution capable of delivering a more consistent customer service experience.

IFS Customer Engagement intelligentDesktop™ solution allows Fitness First to aggregate relevant customer and transactional data from the company's CRM and member databases with incoming contact details to present agents with a single view of all customer activities across the business—regardless of channel. Combining the agent desktop with multi-channel contact center technology ensures that Fitness First's agents always have access to all the information needed to complete customer interactions positively. This removes the need to offload enquiries to the back-office, and lets agents focus on customer conversations while completing transactions as quickly and effectively as possible.



“With the iContact and Fitness First database integration, repeat calls were eliminated and agents were empowered to answer customer queries and action them during the call. For the first time we have a single, integrated desktop application, managing calls and also providing access to all the information we need to resolve customer enquiries—dramatically improving first call resolution targets, our overall contact center efficiency and the customer experience offered.

**Ryan Cronk, Performance Analyst at Fitness First**

### TRANSFORMING CUSTOMER SERVICE

According to Ryan Cronk, Performance Analyst at Fitness First, “In my previous role I worked as an agent, so I've had first-hand experience of our previous technology and the transformation that intelligentDesktop has enabled. Put simply, it gives our contact center and customer service staff the tools they need to deliver the highest quality service. The intelligent desktop gives our agents a single view of the customer—so whether you're in the contact center or working in one of our clubs, you'll always be presented with the latest member information. This allows us to handle interactions more efficiently, while access to the right data ensures that both agents and back-office staff aren't wasting valuable time looking for data. More importantly, our members aren't kept waiting,” he added. “This has led to a significant reduction in our average call handling time (AHT) and customers aren't calling back to check on whether changes have been made.”

Further information, e-mail to [info@ifsworld.com](mailto:info@ifsworld.com), contact your local IFS office or visit our web site, [IFSworld.com](http://IFSworld.com)

