



## Case Study Fernwood

**Fernwood Fitness is a successful full service health club designed exclusively for women. It started in 1989, has around 70 franchised clubs nationwide and is a member of the Franchise Council of Australia.**

**Fernwood Fitness provides a holistic fitness support network offering everything from classes, to personal trainers, to dietary plans. It currently has about 68,000 members and around 2,200 employees and is following a rapid growth trajectory.**



# Fernwood Gets Its Customer Acquisition Processes Into Shape - Adopting 8x8.

## The Challenge

Fernwood were aware they had a problem when it came to taking calls from prospective members. The calls were going directly through to the individual clubs and were being taken by whatever staff was manning the front desk.

As a result, staff members were constantly on the phone juggling calls from existing members, trying to follow up new leads, and trying to service the gym floor.

It also meant calls were not always answered promptly or on occasion not answered at all. The system was not efficiently translating new customer calls into sales and new client opportunities were being lost.

From a brand health perspective, it also meant that the customer experience was reliant on whoever answered the phone and as such

not standardised and difficult to regulate and control.

The health clubs were relying on the serviceability of their reception telephone hardware which was often rudimentary and did not allow for any sort of CRM system to capture data for follow up calls. Additionally, each club was using their own phone provider and the respective technical support that they supplied.

Fernwood needed to update to a state of the art system which allowed the new client acquisition process to be streamlined, enhanced and standardised across all clubs.

For almost 20 years we've been helping small-to-medium businesses across Australia and New Zealand access big business managed IT and technology solutions.

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## The Solution

Fernwood engaged CodeBlue to work collaboratively with key internal stakeholders to develop, design and custom fit a centralised, cloud based phone system for their in-coming new business enquiries. CodeBlue recommended the 8x8 Cloud based system as it was best suited to Fernwood's needs and budget.

Using the 8x8 cloud system, Fernwood was able to establish a centralised call centre that can be regulated so all customer enquiries receive the same level of service. This also means that staff at clubs can now focus their time dealing with customers on the floor rather than trying to manage calls and follow up new business leads.

On the first day of activation, Fernwood was running its Boxing Day membership sale – the busiest sales period for the club. Using the 8x8 phone system, the call centre of newly trained staff were able to take a record number of sales calls in just a few hours.

As well as solving the immediate call problem for Fernwood, the 8x8 inbuilt CRM system allows workers to take notes and gather information on the prospects that can be recalled at a later date. This creates a better customer experience and makes the handover experience from call centre to club feel more personal.

From a cost perspective, 8x8 helped Fernwood make vast improvements to its customer service without a huge initial investment. Its cloud based

functionality meant that very little set up equipment was required, and it could all be financed for a flat rate once a month with unlimited calls and technical support included.

*"We worked with CodeBlue to set up our new call centre using 8x8 and have found the service provided has been excellent and worked seamlessly. We are now able to offer our members a much more professional service when they are calling our clubs."*

**Mark Newling**  
Infrastructure Engineer

