

CASE STUDY

LIFE FITNESS STANDARDIZES AND CENTRALIZES CUSTOMER SUPPORT INFRASTRUCTURE THROUGH ZENDESK



ABOUT LIFE FITNESS

Life Fitness, a global leader in commercial fitness equipment, has been redefining the fitness industry since 1968 with the invention of the Lifecycle exercise bike. With a wide range of cutting-edge cardio equipment, strength machines, and digital fitness solutions, Life Fitness powers gyms, hotels, corporations, and homes in over 160 countries.

Headquartered in Rosemont, Illinois, Life Fitness's worldwide footprint enables them to serve everyone from individual fitness enthusiasts to global fitness chains, delivering exceptional customer experiences every step of the way.



THE CHALLENGE

With offices spanning the globe, Life Fitness faced the daunting challenge of managing a fragmented customer support system. Their decentralized setup—some locations using separate Zendesk instances while others relied on entirely different platforms—led to inconsistent service and a disjointed customer experience.

Information sharing and ticket management were particularly chaotic. Customers contacting the main support address often endured frustrating delays as inquiries were shuffled between regional teams. Meanwhile, the company's robust knowledge base went largely untapped, as agents juggled multiple browser tabs just to find the information they needed—slowing workflows and creating unnecessary friction.

This patchwork approach to support highlighted a pressing need for change: a unified, streamlined solution that could bring consistency, efficiency, and improved service delivery across Life Fitness's global operations.

Life Fitness's fragmented support system revealed the critical need for a unified solution to improve efficiency and deliver consistent service across global operations.



THE SOLUTION

Recognizing the urgent need for a consolidated and standardized customer support system, Life Fitness looked to Faye to devise a comprehensive strategy to consolidate its disparate systems into a single, unified Zendesk environment. This involved migrating all customer data, support tickets, and knowledge base content from various platforms and independent Zendesk instances into one centralized platform.

The consolidation effort brought together multiple Zendesk instances and integrated data from Life Fitness's Oracle infrastructure into one cohesive system. Faye orchestrated the entire process with a meticulous change management strategy and precise execution, ensuring a smooth and seamless transition for Life Fitness's global support operations.

Working closely with the Life Fitness team throughout the migration, Faye demonstrated exceptional responsiveness and commitment to meeting deadlines, going the extra mile to provide after-hours support to avoid disruptions to ongoing customer service and keep the project on track.

Faye's expertise in Zendesk and dedication to client success were instrumental in ensuring a successful and timely migration, minimizing downtime, and allowing Life Fitness to maintain its high standard of customer service throughout the transition.



Maurits Vos
International Service
Project Manager at
Life Fitness

“ The collaboration with Faye was key to this project's success. Their level of support was really great, something I did not expect...a real bang for our buck! It's hard to grasp, but there's a sort of vibe going on at Faye – they just get it done. If we ever need another Zendesk migration, Faye will be at the top of our list. I can't give them a higher compliment than that. ”



RESULTS

By consolidating its systems into a single, unified Zendesk instance, Life Fitness transformed its customer support operations, achieving a new level of efficiency and consistency across its global network. This strategic initiative laid the groundwork for seamless service delivery and future enhancements to elevate the customer experience further.

Here's what Life Fitness accomplished:

A Centralized Platform: With all customer data, support tickets, and knowledge base content housed in one place, Life Fitness empowered its teams with quick, easy access to essential information, streamlining operations across regions.

Global Standardization: Standardized Zendesk triggers and automations now ensure consistent customer service worldwide. Tasks that once required significant effort, like updating agent signatures, can now be completed globally in a single step.

Improved Efficiency: Support agents can effortlessly access information and manage tickets regardless of location. The elimination of repetitive tasks and manual updates has saved time and resources, allowing teams to focus on delivering exceptional service.

Enhanced Customer Experience: Faster response times and consistent processes have significantly improved customer satisfaction. Standardized ticket forms now capture crucial data, such as country and request type, enabling deeper insights to further refine service delivery.

