



Anytime Fitness and VoIPstudio

Prompt answering of phone calls part of excellent service culture at Surrey gyms



Background

As the largest and fastest-growing 24-hour fitness franchise in the world, Anytime Fitness' mission is to help us all be healthier and fitter, increasing our energy levels and reducing health risks.

Its franchise model provides people who want to set up their own gym with their brand, knowledge, experience and expertise. The company provides its members with access to more than 160 UK and 4,500+ gyms worldwide.

Challenge

John Quin has set up three Anytime Fitness gyms in the Surrey towns of Dorking, Farnham and Leatherhead.

John is focused on providing members with the best possible experience both within the gyms - and when they contact the gym from outside. As a result, the gyms have been busy since day one attracting residents and people working locally who appreciate the high-quality equipment, interesting classes and gym instructors who are always on-hand to encourage and help them.

John enjoys the interaction with members. He says "The Anytime Fitness franchise approach appealed to me as I'm a people person. I want to be in the gym helping members achieve their goals rather than having to focus on back-office tasks. The same goes for my phone system. I want a cost-efficient system that is easy to use with no maintenance requirements and a minimum of fuss".

John looked at the VoIP system being offered by the company that kitted out his gyms. However, he thought it "looked like a lot of money for what it was actually offering".



He did a bit of research online and came across VoIPstudio. “The rates seemed so reasonable for the number of features available that I was a bit dubious at first”.

However, after taking the free trial, John never looked back.

Solution

The VoIP Reception console was installed onto Anytime Fitness’ main PC and enables John to manage call forwarding through a simple drag and drop menu.

One local telephone number provided by VoIP studio services all three gyms with calls being directed to multiple mobiles as well as the PC and the app on a laptop. This means that calls are picked up promptly regardless of which gym John is at with calls covered by other people when John is busy - or having a well-earned day off.

“Our members live busy lives. When they call they don’t want to be put on hold, or have to wait, they need information and quick, fast answers”.

John says that most calls are recorded for training and reference purposes. He said that he likes that recordings last for years as he is able to pull up past conversations between members and his team about their fitness goals and aims ensuring that members needs are being met - and providing that all important personal touch.

Benefits

Incoming calls to all three gyms are always answered, night and day. John says that “people rarely end up on hold and we don’t use the VoIPstudio voicemail very much either”.

He thinks that it’s very convenient that calls go to multiple devices with an agreement that his team pick up the phone whenever they are not with a customer.

“VoIPstudio has never let me down. It is easy to use, really good value for money and provides me with a fixed price for all my voice telephony needed. Everyone I’ve recommended it to uses it and the feedback has always been super-positive”.

The all-inclusive monthly fixed pricing is also very attractive with no surprise add-ons, as found in so many bills for traditional and other VoIP suppliers. “VoIPstudios is such good value, I’m interested how they can make any money. I know that they do though as they regularly launch new features and services as part of their fixed price packages”.

Like the Dorking, Farnham and Leatherhead branches of Anytime Fitness, excellent customer service is a vital component in VoIPstudio’s success with its team of experts always available for any queries or help with the system.

John has recommended VoIP studio to other Anytime Fitness franchise as well as to the dental surgery where his wife works. The surgery uses VoIPstudio to automatically direct incoming enquiries to the emergency dentist on-call.