



IDS makes communicating simple...



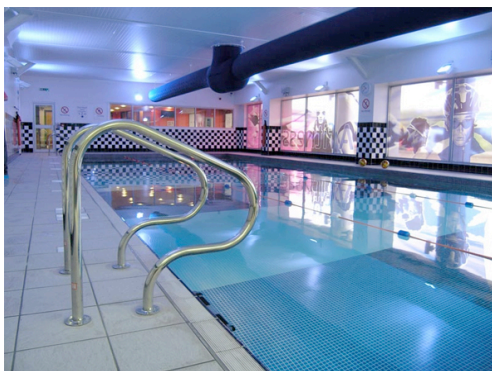
Customer:
LA Fitness
Health & Fitness Centres

Website:
www.lafitness.co.uk

Country or region:
Doncaster

Industry: Health & Leisure

Customer profile:
LA fitness is a market leader when it comes to offering a wide range of fitness options in a convenient location. Positioned at the value for money segment of the health club market, its business philosophy is to provide the facilities and the motivation for people of all ages, shapes and sizes to get as fit as they realistically can in a vibrant and friendly environment.



IDS Case Study **LA Fitness Health & Leisure Centres**

LA Fitness has 88 clubs and over a quarter of a million members all over the UK driven from large call centre / head office in Doncaster.

The Challenge

LA Fitness recognised that its call and contact centre agents are often the first impression a member/prospective member will experience of the organisation. As such it needed to ensure the caller received the highest professional customer service possible. This can only be achieved with the correct tools in place.

The Solution

IDS ensured that LA Fitness not only received what they required but were able to guarantee future proofing with a managed service approach.

All members of staff were trained prior to the system implementation and full installation and commissioning was completed over one single weekend as there needed to be no downtime or disruption to the business.

The following solution and applications ensured LA Fitness was a truly happy customer:

- Mitel 5000 Series - delivering mix of digital, IP and analogue ports to a variety of devices.
- MI reporting – Market leading computer telephony integration software delivering comprehensive real-time and historical statistics and reporting.
- Call Recording – 60 channel call recording solution was supplied to allow for comprehensive call tracking and playback to enhance training and customer service levels.
- CTI Integration – enabling fast transfer of calls for users via an intuitive graphical user interface.

Statistics have proven that since the installation of the system the average lost call ratio is down from 35% to below 5% on a daily basis. The average call waiting time is also down from approx 30 mins to approx 3-4 mins.

Benefits

With over 40 years' experience of providing complete communication solutions to small and medium sized enterprises, Integrated Digital Services (IDS) has rapidly become the number one provider in the UK. Our reputation as a reliable and value-for-money supplier of IT systems, telephony, broadband, internet services and structured cabling has spread mostly by satisfied customers recommending us to others. We work hard to maintain this reputation and strive to stay one step ahead of the game.

IDS ensures all its staff are trained to the highest degree, be they knowledgeable helpdesk teams, expert installation engineers or skilled project managers. It is crucial that they are kept up-to-date with emerging techniques and know-how, so that our range of products and services remains second to none.

To discover how IDS can transform your business, visit www.idsi.co.uk or call **0870 844 8811**.

