

# LIFE FITNESS ACHIEVES 95%+ CUSTOMER SATISFACTION WITH BUCHANAN

## CHALLENGE

Founded over 50 years ago, Life Fitness is a global fitness equipment company specializing in the production and distribution of high-performance, innovative cardiovascular and strength training equipment and technology under its iconic Life Fitness brand and its Hammer Strength brand, a global strength brand leader.

Historically, Life Fitness's internal IT needs were fulfilled by its employees. When the organization transitioned from being part of a publicly traded holding company to private-equity ownership, Life Fitness decided to bring in a broader level of expertise by working with a dedicated IT partner to allow its employees to focus on critical business needs.

As Life Fitness looked to outsource its level 1 IT support, Dave White, Manager of IT Support Services, and his team created an extensive list of requirements that included call and chat specifications, along with ticket handling processes. However, their situation was unique in that the former parent company of Life Fitness did not have prior call handling metrics that Life Fitness could reference to better assess their needs; so, they based their requirements on common industry standards.

Dave and his team evaluated several potential providers and sent their requirements list to each, inviting them to submit a proposal of service.

95%+

Customer Satisfaction

97%

First-level Resolution Rate

90%

Calls and Chats Resolved Month Over Month

BT

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## SOLUTION

Dave and his team ultimately selected Buchanan Technologies as their MSP of choice, saying, “Buchanan was the only company that tailored their service proposal to address every one of our requirements.” White added, “The other service providers used boilerplate responses, which did not fully align with our goals and expectations. ”

Buchanan proposed a service desk solution that included level 1 phone and chat support to meet internal IT team and employee needs. As the partnership grew, Buchanan began offering incident assistance services for Life Fitness and its other brands that would provide ticket escalation and remediation services in the event of major concern.

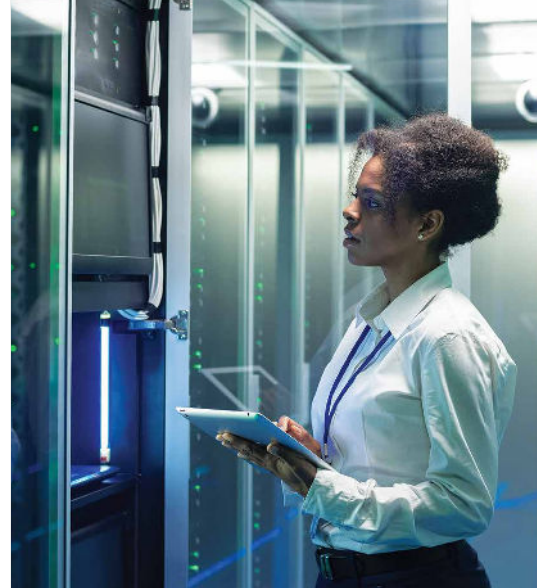
## RESULTS

The service desk solution Buchanan provides supports over 2,500 users with a 97+ % first-level resolution rate on all tickets. The solution regularly exceeds target service level agreements, resolving more than 90% of calls or chats month after month, answering 85% of calls in 45 seconds or less, and responding to 80% of chats within 60 seconds. Most importantly, though, is that the Buchanan team continues to surpass its customer satisfaction goal of 95% month after month.

“Our primary IT goal is to effectively meet the technology needs of our employees so that those individuals can continue to design and build industry-leading fitness equipment, and our partnership with Buchanan allows us to do just that,” White said. “Any challenges, problems or questions that we identify with our IT services are quickly addressed and rectified by Buchanan, which allows us to remain a leader in a dynamic, competitive industry.”

White continued, “We are very pleased with the adaptability of working with their team and are evaluating how we can further leverage our partnership to augment our limited staff.”

Buchanan Technologies is a full-service MSP helping organizations across the globe turn their business technologies into a powerful competitive advantage through our strategic partnerships, state-of-the-art technology services, and digital transformation solutions. Mid-size, enterprise, and Fortune 100 businesses all rely on us for expert perspective, technical know-how, and boots-on-the-ground manpower. Our methodology transforms everyday technology investments into streamlined, secure, and scalable solutions that support our clients’ growth.



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