



GymPhone says “Hello” and keeps customers in the gym with SkySwitch

The Customer



Fitness is big business in the United States with more than 34 thousand fitness centers operating in the country as of 2014 and over \$22.4 Billion dollars in revenue. Gen-

erating a profit from a fitness center involves much more than just providing the best trainers, facilities, and equipment. Capturing new members and retaining existing members is key to revenue growth, and most of these sign-up and membership cancellations start with a phone call. The person who answers the phone for these types of calls can be key to the success or failure of a gym.

At a gym, a call that goes unanswered is an opportunity missed. When a call is missed or goes to voicemail, those looking for information on the gym may call a competitor rather than waiting for a return call. Or someone wanting to cancel simply leave a message, rather than being told about option other than an outright cancellation of their membership. Statistics show that 50% of calls went to voicemail and 75% of customers that reach voicemail hang up. GymPhone responded by building a Gym focused answering service that delivers customized call handling, customer service and appointment booking. Any call that is not answered promptly in the gym, is automatically routed to GymPhone, where a trained call center agent answers the call. Calls could now be answered by a trained staffer who was ready to provide any information needed by the caller. This included setting an appointment to get them to the gym in order to start their journey to membership.

The Challenge

GymPhone needed to be more to their clients than an answering service. “We needed more than that data we could collect from our call center in order to really demonstrate our value to Gym owners,” said David Boyd, President of GymPhone. “We really needed to have information about every call that was coming into the gym in order to compare the efficacy of our service to when calls were answered on the clients’ premise.”

The Solution

In order to deliver this unique service, GymPhone contracted with SkySwitch to provide the cloud-based communication system. “SkySwitch not only provided the contact-center solution we needed at GymPhone, but each individual club got their own instance of a PBX,” continued Boyd. “This essentially made GymPhone their phone provider in addition to our regular service. This gives us even better visibility to the number of calls reaching each gym, how many are being answered in club and how many are overflowing to GymPhone. Having this information really allowed us to clearly demonstrate the value of GymPhone to the fitness club owners.”

“GymPhone has been a game changer. It has become a valuable addition to our team and has allowed us to operate seamlessly when we are not staffed.”

Josh M
General Manager
Six Fitness Locations

The Result

The results can be found in the testimonials of GymPhone’s customers.

“The phone still matters,” concluded Boyd. With GymPhone, small club owners have confidence that members will always have their needs met.”

The Partner

GymPhone was founded by three partners in 2013. Their collective background in the 24-hour fitness industry and large-scale call center operations was a perfect fit to create the GymPhone purpose built solution.

Uniquely suited to offer enterprise class services to their customers through a full range of telecommunication and analytics programs, GymPhone helps small gym owners have a backup to their normal staffing and, helps provide confidence in making data driven decisions to increase their member base.



The Ultimate White Label Platform

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SkySwitch is a next generation communications platform provider. We provide an ecosystem that allows white label resellers to offer next generation communications services to their end users.

These services include Hosted PBX and UCaaS (Unified Communications and Collaboration as a Service), Hosted Call Center, and Web Conferencing.