

case study

Fitness Exchange

Background

Fitness Exchange opened its first club in 1974 under the arches of London Bridge. Since then they have opened 12 further clubs in London, Oxford, Norwich and Beckenham.

Challenge

To keep 13 sites in touch by phone and to share customer files quickly and easily - all at a predictable low monthly cost.

Solution

Fitness Exchange selected Vodat Solutions to provide an integrated and cost effective telephony system in touch with their customers, staff and suppliers.

The Vodat solution includes special display handsets which make features such as divert and pick-up easy to use.

The service also gives the clubs greater flexibility. New users can be added electronically quickly and cheaply - with no need for new cabling. And customer records can be quickly shared across sites using Vodat's underlying fast broadband link.

Voicemail means that staff never miss a call. And meetings can take place across different sites without the need to travel - users just dial in to Vodat's instant voice conferencing service for 'virtual' get-togethers.

Result

David Biggs, IT Manager at Fitness Exchange said "We chose the Vodat solution because it offered a complete solution at a low cost. All our calls between offices are free and external calls are much cheaper than before. We don't need a PBX system or any expensive line rentals and our all-inclusive tariff means we can accurately budget every month."

It is estimated that the solution will save Fitness Exchange in the region of £30,000 per annum.

"The solution is so easy for everyone to use." Biggs added. "If I want to ring the club in Thomas More Square I just dial 690, and if I want to talk to Fenchurch Street I dial 680. If one of our receptionists needs to leave her desk she can divert calls through to another site - and customers don't know any different. When customers call us we can automatically pull-up their records".

David concludes "Vodat have provided a flexible solution for all our offices and home workers, with the option of expansion when required. In addition no specialised hardware was required to set up the system."

For further information call Vodat now on 0870 837 0380 or visit www.vodat.co.uk

"We more than halved our overall business PSTN costs and our call charges between our own sites dropped to virtually nil" David Biggs, the IT Manager enthused.

"There was no up-front capital cost either. Our telecoms savings alone completely paid for the new service in less than 3 months."

