

The EDGE Sports & Fitness Case Study

Burlington, Vermont's top health club takes member customer service seriously. When bandwidth issues limited progress, the club upgraded its communications infrastructure – opening the door to introduce applications that serve members better and keep employees productive.



Business Challenges

Health and fitness have gone high tech these days, and so have health clubs. From reserving a spot in a spin class to managing membership payments, members of The EDGE Sports & Fitness in Burlington, Vt, often go online before they go to the gym.

It's just part of The EDGE's commitment to customer service – and it's working. For five years running, local patrons have voted it "best health club."¹ Members can work out at any of the club's five area locations and choose from a wide range of indoor and outdoor activities, including fitness equipment, pools, group classes, gyms, racquetball, tennis, tracks, climbing walls and more.

When The EDGE started rolling out new applications to enhance front- and back-office operations, the data network began slowing down – sometimes going out altogether – affecting customer service and internal efficiency. The network couldn't handle current traffic well, not to mention future plans such as upgrading its phone system and moving applications to the cloud.

"It's been a major goal of ours over the last couple of years to go from paper to the computer to make things as convenient and user-friendly as possible for our members," said Deb Languasco, VP of Sales and Marketing at The EDGE Sports & Fitness. "We knew one way or another we had to put in more bandwidth. We were feeling frustrated with the speed of our data."

FairPoint Solution

The EDGE deployed an Ethernet Local Area Network (E-LAN), 40 Mbps Ethernet Dedicated Internet Access (E-DIA) service and ISDN PRI voice services from FairPoint Communications. Since April 2008, FairPoint has invested more than one million dollars per week in its communications infrastructure, technology and services in northern New England to reach new customers and upgrade its network. The Green Mountain State receives a major part of that investment, as the company has put nearly \$100 million into broadband infrastructure and its IP-based Vermont network and has added 1,100 miles of new fiber which helped EDGE connect confidently.

¹Seven Days Readers Choice Awards



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“We chose FairPoint because they gave us the products we needed to support our business moving forward,” Languasco said. “We also really enjoyed working with the people at FairPoint. They seem more customer-oriented and they are located in our community. If we need something there’s an office right down the street.”

Benefits

With the move to FairPoint E-LAN and E-DIA services, The EDGE increased its capacity to handle new applications. Critically, the additional bandwidth allowed the company to upgrade its phone system and centralize calling. By networking its five locations together, The EDGE gives customers a single number to call.

“We have the bandwidth to network all our locations together, so we can give customers one number to call,” Languasco said. “Members who call one location can also be transferred to other locations. Before, they had to take down a phone number to call.”

Staff members can also call team members at other locations by just dialing an extension number – instead of calling each location and asking to be transferred. Ultimately that frees front desk staff to focus more time on member needs.

“Calling direct extensions is a luxury we didn’t have before,” Languasco said. “It reduces call volume by approximately 25 percent for the front desk so they can better service members.”

Overall, the network and Internet service provide faster, more reliable connectivity. When that means pulling up customer records during check in, speed contributes to better service.

As the company continues evolving its technology, a more stable infrastructure will allow for applications such as scheduling, inventory and others to move to the cloud. The EDGE is realizing its objectives for a more efficient, centralized business model – critical for an organization without an in-house IT department.

Beyond data and voice services, The EDGE values its relationship with FairPoint Communications. “With a more stable network, we’re calling for help much less, and when we do, it’s 100 percent faster response time,” Languasco said. “Our FairPoint team takes good care of us.”

For More Information

For more information, please contact your account manager.

