

# Virtuagym creates a healthier happier world through innovative technology

Health and digital software pioneer upgrades contact center solution with Talkdesk Voice, Talkdesk Studio™ and Talkdesk Conversations Mobile App to enhance customer experience.



## Use Case

Sales, Service

## Industry

Healthcare  
& Life Sciences

## Integration

Salesforce, Slack

## Key Metric

Abandoned calls  
dropped by 50%



### Challenge

Virtuagym, an all-in-one fitness software solution, outgrew its legacy, on-premise system and needed an improved contact center solution that provided more options and flexibility to enhance the customer experience. Virtuagym sought the ability to gain the insights needed to inform better business decisions as their team made the adjustment to WFH due to the global pandemic.



### Solution

Virtuagym chose Talkdesk to fulfill their requirement of a strong integration with CRM that made it possible to easily customize and adapt to specific customer needs and scenarios.



### Results

Since implementation, the use of Talkdesk resulted in a reduction in the total number of abandoned calls, dropping 50%. Virtuagym also took advantage of Talkdesk's call-back request option which continues to garner positive feedback from customers across the globe.

Originally launched as a consumer app in 2008, Virtuagym provides users with an easy and fun way to work out and track their nutrition. Virtuagym Professional followed in 2012 after increased demand from the fitness community. It has since grown into an all-in-one solution for client coaching, membership management and billing, scheduling and more.

As one of the leading innovators in the digital and health space with over 15 million users worldwide, Virtuagym needed to upgrade its existing contact center solutions in order to support the growing community of fitness enthusiasts and meet today's market demand. To do so, Monica Kuijt Rumayor, Operations Team Lead at Virtuagym, was tasked to identify an affordable and easy to implement solution that could help manage the growing volume of customer service calls across multiple regions.

## Outgrowing the past.

Today, digital technology is playing a more critical role in the fitness industry than ever before. As a global leader in this market, Virtuagym has been a pioneer when it comes to leveraging technology to deliver a complete ecosystem of fitness solutions. Unfortunately, Virtuagym's previous contact center solution was not able to keep pace with the increased market demand and needed to be replaced. "We outgrew our old system and needed to quickly upgrade to a new solution that could grow with us," said Monica.

Monica sought out to identify potential partners with specific criteria in mind: better flexibility, the ability to customize, and a solution that empowered agents with data and insights

to improve the customer journey. As a fast-moving organization, the ability to plug-and-play was key. Besides having a strong integration with CRM, Monica needed to make sure the new solution was easy to implement, maintain, and adapt to specific customer needs. Virtuagym's approach to improving the customer experience has always relied on being able to give customers different options in order to find the best way to support. Whether it's finding ways customers can help themselves or coming up with tailored options to pick from, having a contact center solution that helped provide customized solutions for individual situations was what Monica was seeking.



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— MONICA KUIJT RUMAYOR, OPERATIONS TEAM LEAD, [VIRTUAGYM](#)



## Strengthening customer service with Talkdesk.

Since implementing Talkdesk, Virtuagym is better equipped to manage peak call hours, even in their largest customer markets. Previously, managing peak hours was extremely difficult, especially in markets with customers who prefer to call over email or a ticket system. With Talkdesk, agents can monitor wait times and queues with a live dashboard. Now, with the ability to evaluate wait times on a daily/weekly basis, Virtuagym can make informed adjustments to teams and implement the automated call back option to assist agents.

One feature that Virtuagym has benefitted from is Callbar®. Talkdesk's Callbar® feature elevates the customer service experience through intelligent routing, contextual customer data, actionable reporting and more. Callbar® enables Virtuagym to easily navigate information across CRM systems without losing focus on the customer – a must-have component on Monica's checklist when she was evaluating potential replacements.

Talkdesk Studio™ has also been a game-changer. Virtuagym is now able to build different flows for incoming customer calls and can adapt the routing to a specific team or market. For Virtuagym, some markets behave differently, like whether customers prefer an assigned agent, and Talkdesk Studio™ allows for dedicated phone routing to key account teams rather than a general service team. Talkdesk provides the much-needed flexibility to handle these various scenarios in order to maintain positive customer interactions.

## Growing together.

It's been one year since Talkdesk's implementation, and the impression made on Virtuagym has been strong. Today, Talkdesk is being used across the entire Virtuagym organization. From contact center agents – more than 60 today – to marketing, sales, and HR teams. After replacing its old phone system with Talkdesk, 100-150 people across Virtuagym are enjoying the benefits of a sophisticated, yet easy-to-use, system.

Virtuagym plans to continue utilizing Talkdesk's ability to help manage incoming customer requests across multiple markets to ensure satisfaction. Looking ahead, Virtuagym also expects to explore Talkdesk's mobile application.

At the onset of Monica's search, it was important to not only find the right solution but also find the solution that was able to grow with Virtuagym. "After doing multiple reference calls, I say to prospects, if you're looking for a complete solution and don't want to invest a crazy amount of resources or time in implementing, Talkdesk is a great option for you," said Monica.



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### About Talkdesk

Talkdesk® is a global customer experience leader for customer-obsessed companies. Our contact center solution provides a better way for businesses and customers to engage with one another. Our speed of innovation and global footprint reflect our commitment to ensure businesses everywhere can deliver better customer experiences through any channel, resulting in higher customer satisfaction, cost savings and profitability.

**talkdesk®**

Experience. A better way.

<http://talkdesk.com/customers/virtuagym>

