

# Transforming fitness asset management

Rob Cunningham, director of leisure at BH Live, explains the positive impact Orbit4 is having on the organisation

## What challenges were you facing before partnering with Orbit4?

The fitness equipment across our estate was a mix of ages and sourced from a variety of manufacturers, while some of the warranties were expiring. We were experiencing long lead times for equipment parts, resulting in equipment being out of order for extended periods of time.

In addition, we didn't have accurate information about the value of our assets or our likely maintenance costs going forward.



*"Thanks to the immediate improvements to our customers' experiences, Orbit4 has noticeably increased our Net Promoter Score. The platform has greatly enhanced our operational efficiencies"*

Rob Cunningham

## What were the key drivers for engaging Orbit4?

We wanted to get a clearer picture of these values and costs, so we could make smarter, evidence-based investment decisions. Furthermore, we wanted to improve our maintenance schedule so fewer pieces of equipment were out of action at any one time.

## How was the onboarding process?

Following a tender process, managed by Orbit4 on our behalf to assess the market for service providers, we appointed our preferred provider under a new contract and SLA.

Orbit4 onboarded the assets in our sites onto its digital platform quickly and efficiently and the new service provider started servicing equipment immediately.

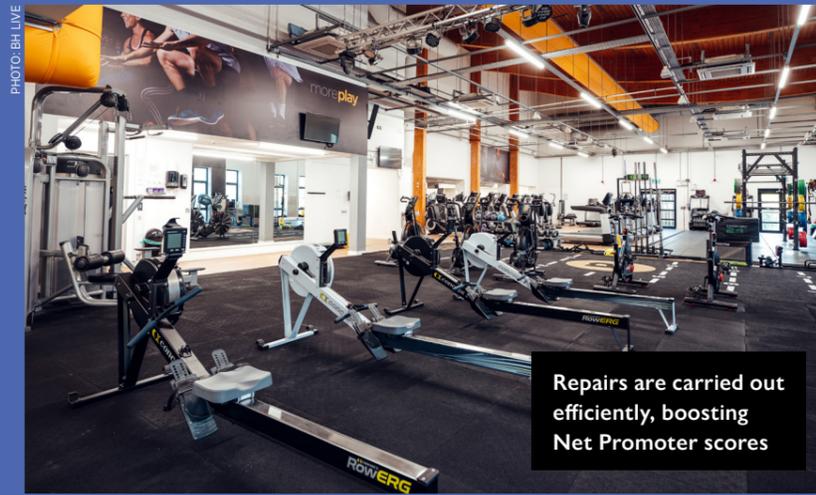
Our service provide has been great to deal with, easily contactable and with efficient response-times when contacted by our operational team using the Orbit4 mobile app.

The rapid onboarding and collaborative working enabled BH Live to see the value of working with Orbit4 in less than three months from the initial meeting.

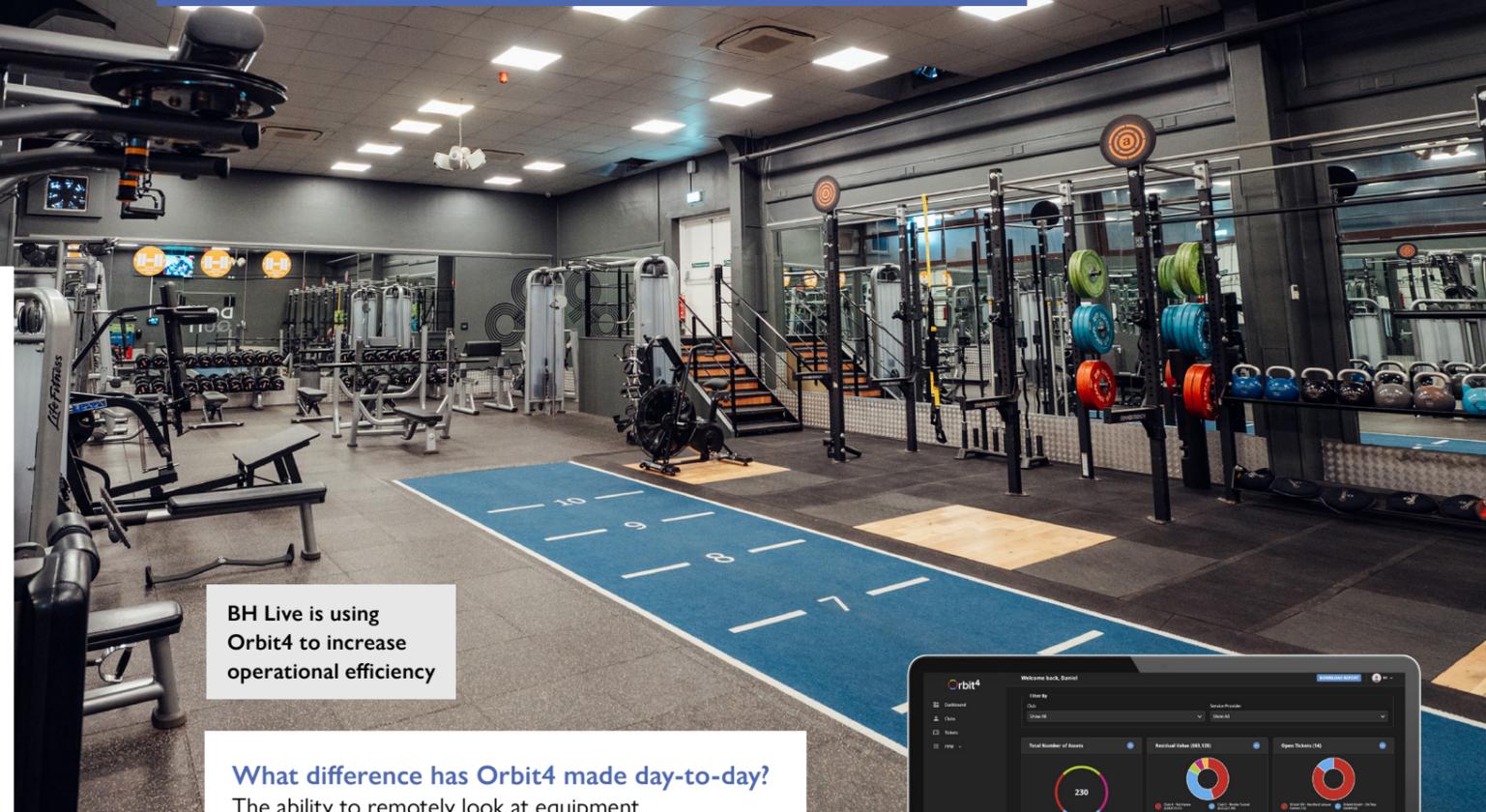
## What impact you have experienced?

Our net promotor score has vastly improved across several of our sites and our membership attrition has significantly reduced since our partnership with Orbit4, due to the improved service we're able to offer our customers.

Only a handful of equipment is ever out of order across the estate and repairs rarely take longer than 72 hours to complete.



Repairs are carried out efficiently, boosting Net Promoter scores



BH Live is using Orbit4 to increase operational efficiency

## What difference has Orbit4 made day-to-day?

The ability to remotely look at equipment value, check the condition of equipment and manage our assets enables BH Live to make informed decisions about investment.

The Orbit4 platform also allows us to monitor all relevant KPIs relating to our assets on a day-to-day basis and to ensure we're delivering a better customer experience.

## Would you say to other operators who are considering Orbit4?

The impact Orbit4 has had on our organisation has been fantastic, as making evidence-based decisions in regards to your gym floor assets is key to improving your customer experience.

It's also been great to work with the platform and the team to streamline our asset management processes.



Orbit4's platform enables operators to control their assets

## What's the most important benefit?

The servicing element of the contract has been a remarkable success – the immediate impact of this on our customer feedback and attrition rates has shown the powerful benefits of not having equipment out of order for lengthy periods of time. ●

● Learn more at: [www.orbit4.org](http://www.orbit4.org)