



CHESAPEAKE TELEPHONE SYSTEMS

customer experience



BALLY TOTAL FITNESS

“Chesapeake’s implementation plan is very flexible. They’re great to work with when we need to make changes as we build new clubs... When it comes to the technologies and infrastructure that keep our locations well connected, we depend on Chesapeake to do the heavy lifting...”

— **Lindsey Aucoin**
Director of Telecommunications
Bally Total Fitness

Pumping up a successful business

Bally Total Fitness is the largest, most experienced health club chain in North America with over 400 convenient locations in 70 U.S. cities serving more than 4 million members. Local clubs are equipped with comparable services and facilities, including workout rooms, a snack bar, child care, locker rooms, and management and sales offices. Their business model offers a consistent experience for members, no matter what club they go to for a workout.

Sweating the details

With so many locations to manage and new clubs opening throughout the year, Bally’s Baltimore-based Telecom team depends on Chesapeake to offer a consistent experience too. Chesapeake sweats all the details that go into simplifying the phone system procurement process – offering a single point of contact for orders and service, and providing predictable pricing – regardless of where in the United States a new phone system is installed. Chesapeake, working within Toshiba’s National Account Program, has enabled Bally to tap into a nationwide network of high quality dealers who locally install and maintain their phone systems. Chesapeake configures and ships the Toshiba CIX 100 phone system to be used in each new health club, along with 30+ phones. To connect the clubs’ voice and data networks, CTS also designs and coordinates installation of the voice and data cabling infrastructure.

Staying in shape

One challenge that Chesapeake helps the Bally telecom team overcome is managing the numerous change orders that come in from the field as the clubs are modified during construction. Flexible change management is something Bally depends on and that Chesapeake excels in. By setting expectations upfront, everyone involved in a Bally expansion project is able to work off the same implementation plan without skipping a beat.

Healthy growth

Bally Total Fitness continues to succeed in the fitness marketplace, and Chesapeake’s role as a full service partner helps keep Bally members, staff and departments well connected – and in tip-top shape for healthy growth.

AT-A-Glance

Customer

- Health & Fitness

Solutions

- Toshiba CIX phone systems
- 30+ phones per location
- Voice Processing
- Integrated paging system
- Network infrastructure

Key Benefits

- National Account support
- Ease of procurement
- Single point of contact
- Flexible change management
- Consistent pricing
- Outstanding customer service

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