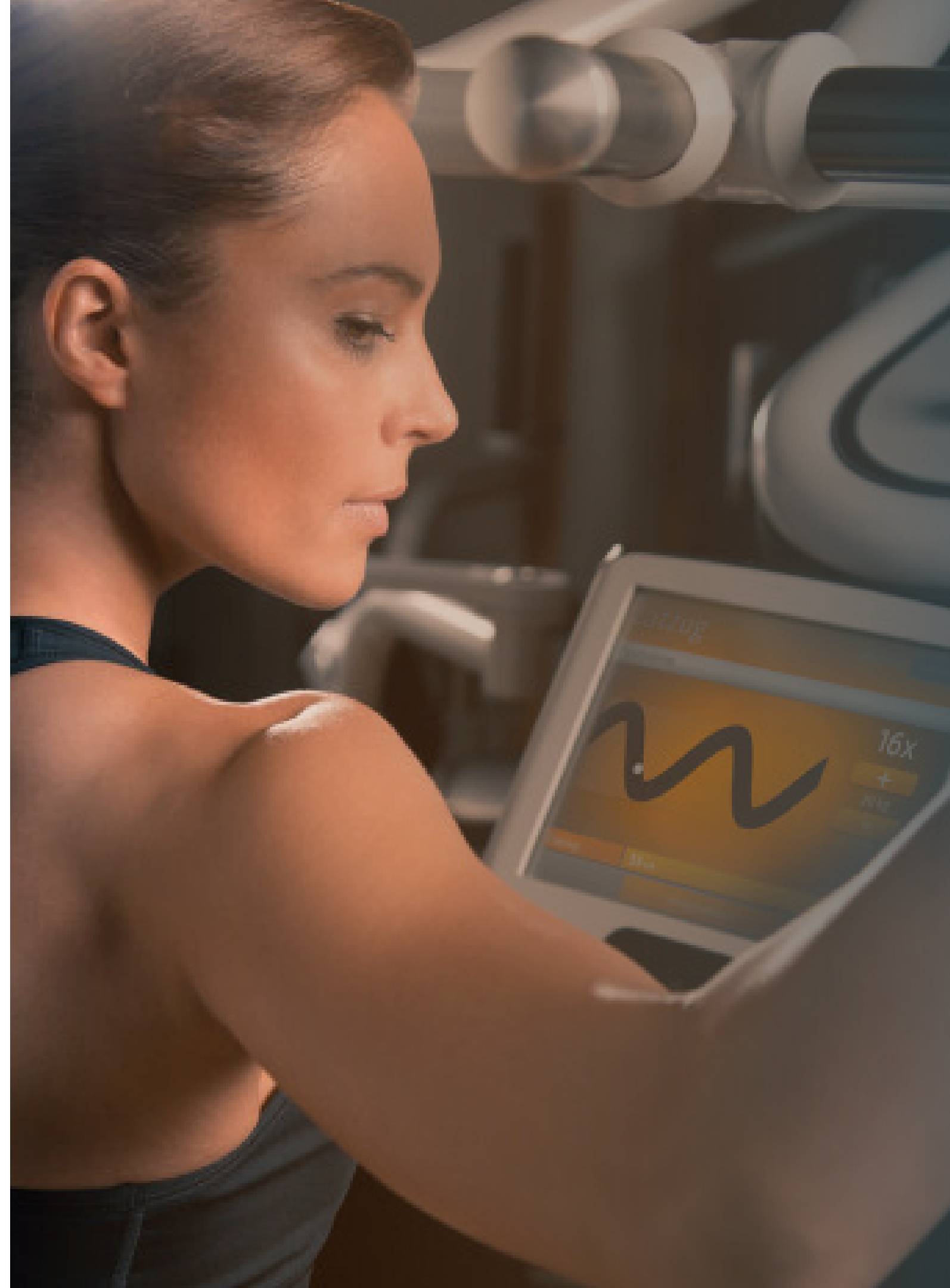


EMPAUA + EGYM

# Customer Success Story



eGym- Customer Success Story  
EMPAUA Germany



# Overview

## About the company

eGym is a Munich-based startup that offers cloud-connected gym equipment, bringing advanced technologies to an industry that's not developed much in the last 20 years. With a Trainer App and Member App, eGym is tackling the user experience of gym machines, improving the user's workouts, thus creating happier customers and more profitable gyms. Founded in 2011, the startup has attracted investment and has grown the eGym team to over 250 people.

Company

Industry

Sector

Salesforce  
Solution  
Implemented

**E** G Y M

Professional Services

Fitness

Service Cloud

# Customer Challenges



## Two separate systems for sales and operations

eGym was operating two separate systems for sales and operations, including order management and customer support. Without a fully comprehensive customer overview and some duplicate data entries, eGym was experiencing some difficulties.



## Customer support routing to field technicians wasn't positively optimised

A more efficient routing system was needed with complex products to place the customer with the best field technician required. Lastly, there was a lack of dispatching functionalities from the service tool.

# Solutions

EMPAUA stepped in by extending the implementation of the current sales with a service solution that would accompany the customer from lead to order management to eGym machine installation to customer support and scheduled maintenance.

**That gave the sales team, back office and field technicians a 360-degree view of the customer.**

EMPAUA implemented Service Cloud allowing for routing cases according to the product line and language of the request and scheduling on-site eGym hardware installation.

The new path of cases was set up for repairs, including dispatch.



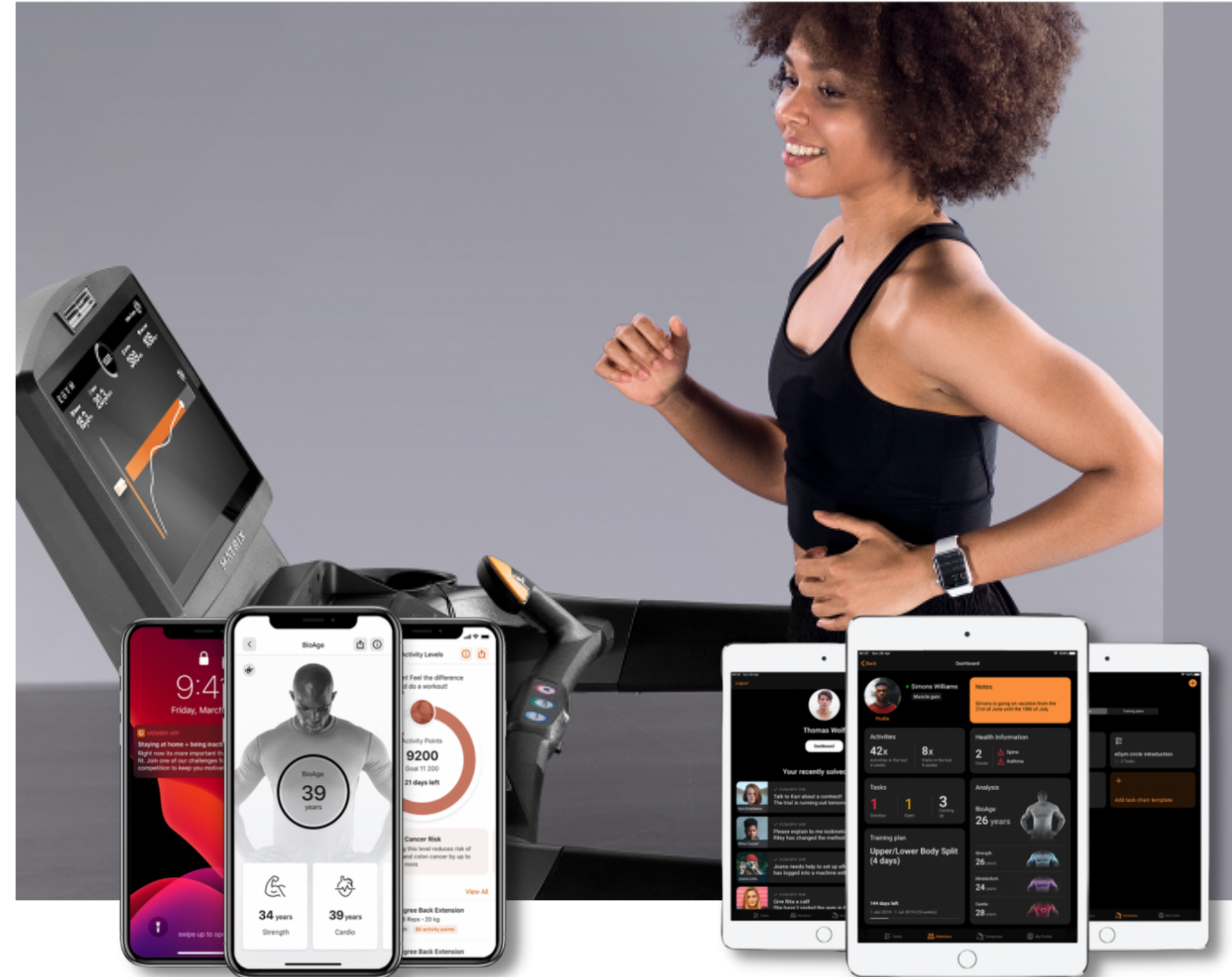


# Results

As a result of the Salesforce Service Cloud implementation, eGym has achieved a more holistic view of the customer and their journeys from lead to installation to maintenance.

With all data in a single platform, there are now less manual data entry steps.

Customer support: better quality data due to detailed issue labelling; better information flow and tracking of the work order.



**eGym has achieved a more holistic view of the customer and their journeys**

“ Thanks to the competent support of EMPAUA and their extensive knowledge of the service cloud, we could finish the implementation of the service cloud on time and on budget. ”



**Martin Fisher**  
COO





EMPAUA



EGYM