



# LIFE FITNESS SERVICE

 **LIFE**FITNESS  
FAMILY OF BRANDS

# Global Reach. Personalized Touch.

The Life Fitness Customer Support organization has a global impact. Customer service professionals provide personalized experience based on the continuous development of longstanding customer relationships. We ensure that our customers from all over the world receive the service and attention they deserve as we consistently strive to provide them with the tools they need to navigate the future. Through our vast network of cross-functional and collaborative teams, Life Fitness works quickly, efficiently and responsibly for each one of our customers.



## **Our comprehensive global coverage includes:**

- Service availability on 6 continents
- Direct Life Fitness technicians based in 9 countries all over the world
- International distributors in more than 52 countries
- More than 140 service provider partnerships outside the U.S.
- 9 dedicated technical trainers supporting global teams





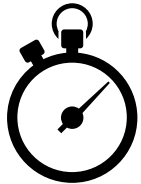
“Our mission is to achieve customer satisfaction through Excellence in Product Design, Manufacturing, Supply Chain and Customer Service. Through our culture, our dedication and the knowledge of our employees, we are uniquely positioned to provide Best in Class Service on a Global scale.”

**TOM ZENTEFIS**  
*VP, GLOBAL CUSTOMER SERVICE*

# Understanding Your Needs and Exceeding Your Expectations

We take pride in not only servicing our customers in a timely manner, but also in resolving field issues in one visit. Life Fitness constantly measures all aspects of the service process so we can improve speed, accuracy and satisfaction for our customers.

## We measure three core metrics:



### **SPEED OF SERVICE**

Customer Resolution Times for Cardio Products: 3.2 days (includes parts shipments)  
Customer Resolution Time for Strength Products: 4.5 days (includes parts shipments)



### **ACCURACY IN RESPONSE**

Life Fitness first time fix rate: 87%  
First time fix rate standards are measured by:  
Best in Class – 85% to 88% or higher  
Average – 80%  
Poor – 63%



### **CUSTOMER SATISFACTION**

Contact Center Phone Live Answer Rate: 95.3 percent  
Contact Center Chat Live Answer Rate: 95.6 percent  
According ACSI, 2020 the overall U.S. Customer Satisfaction Score is 76.5%



# Service Agreements

Life Fitness understands the importance of protecting your investment. With a variety of service offerings designed to meet every scenario, we have contracts that are guaranteed to be the right fit for your facility. When problems arise, have the peace of mind to know that your equipment will be serviced by a Life Fitness certified technical professional.

## Why Purchase a Life Fitness Service Agreement?

- Limit equipment downtime and business disruption
- Insure your investment with real-time service and support
- Budget in advance for your annual service costs
- Ensure priority for your replacement parts
- Improve the look and performance of your Life Fitness equipment
- Have access to technical and training professionals throughout the Life Fitness organization
- Customer Support professionals on hand to address service issues for all Life Fitness Family of Brands products



Decrease downtime, get ahead of repairs, manage wear and tear, and extend the life of your equipment by securing a service agreement with our team.






## SERVICE AGREEMENTS

# Features & Benefits

- Regularly scheduled maintenance visits
- Parts discounts
- Parts replenishment
- Travel and labor included
- Remote equipment monitoring
- Defined response times
- Parts website access
- Training workshops

## Service Solutions

- Extended Warranty Plans (3, 4 and 5 years)
- Preventive Maintenance Plans (2 or 4 visits per year)
- Unlimited Parts and Labor Plans



“Lambros is by far the most qualified and professional tech we have ever had service our two Anytime Fitness Gyms, including those from other fitness manufacturers and local equipment maintenance vendors. He really knows his stuff and is a pleasure to work with.”

**ANYTIME FITNESS**  
CHICAGO, IL





# Expert Support Team

The Service Organization provides expert remote troubleshooting through hundreds of professionally trained individuals in our global contact centers. Technical meets mechanical with our service technicians having extensive training on software and hardware issues. Working cross-functionally also allows our entire team to solve your problems faster and with more success.





## EXPERT SUPPORT TEAM

### Contact Center

Located in Rosemont, Illinois this team of product experts is available to answer questions and resolve issues on all the Life Fitness Family of Brands. The Contact Center can be reached by phone, email and live chat for support.

*Hours are Monday - Friday 7 a.m. - 6 p.m. (CST)*

Team:

- 1 manager
- 3 supervisors
- 3 leads
- 1 network specialist
- 1 manager for strategic initiatives
- 48 agents

### Field Service (U.S.)

These 'in-market' technical professionals are our boots on the ground. They are available to respond in real time to commercial and consumer requests to ensure your Life Fitness product is operating properly.

Team:

- 2 regional managers
- 3 district managers
- 3 field technical specialists
- 47 direct technicians
- 320 independent providers



# Revolutionizing Service Solutions

Life Fitness field technicians and contact center agents are **subject matter experts** on the Life Fitness Family of Brands. The industry standard is to contract third party contractors who have general knowledge of all fitness equipment. More knowledge about your products improves resolution times, and gives a greater breadth of knowledge about both mechanical and digital software.







# REVOLUTIONIZING SERVICE SOLUTIONS

## Field Service Administration

Dispatch and coordinator teams with specific geographic knowledge that supports the optimization of our field resources.

Team:

- 1 service projects manager
- 4 dispatchers
- 4 ISO coordinators

## Customer Success Team

A hand-picked group of account specialists who assist with the administration, communication and problem-resolution of key Life Fitness accounts.

## Contracts Administration

A financial sub-department that facilitates the processing of all service contracts. They manage the service contract process, from creating quotes to processing signed agreements.

## Training and Education

This highly trained group of experts travel around the world to provide targeted certification, maintenance and specialized training to technical professionals, customers and health and fitness businesses.

Our team consists of 5 ATD certified technical training specialists.

A dark, grayscale background image showing a technician in a dark shirt working on a piece of equipment, possibly a treadmill or exercise machine. The technician is on the right side of the frame, looking down at the equipment. The image is partially obscured by a large red overlay that contains the text.

“

What a marvelous job you do at hiring, Viet was on time, courteous and got to the heart of the problem and solution quickly. We are very satisfied with the overall quality of service and feel even better about our recent purchase. No matter what you buy sooner or later you will need service and it is the service that will influence your buying decisions going forward.

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**LIFE FITNESS SURVEY RESPONSE**  
*ABOUT TECHNICIAN VIET NGYUEN*

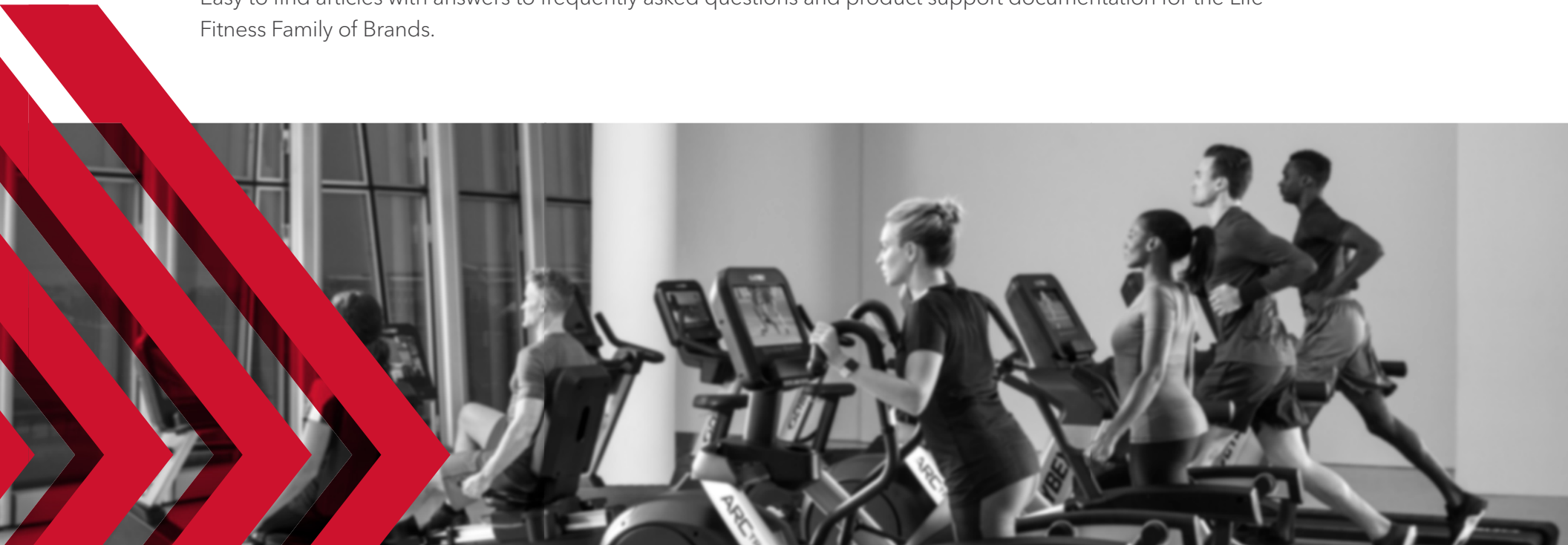


# Technical Resources

Access materials at any time to help answer your product questions and concerns. Life Fitness technical resources are used to troubleshoot, reference and educate you on our entire line of products.

## Materials:

- Knowledge base
- Learning Management System: Our newest E-learning resource that provides online learning for all Life Fitness products and processes.
- Life Fitness Parts Store (U.S. only): Access to our online parts store 24/7, offering service parts ordering, warranty parts ordering, and technician requests. Customers can review their order history and serial number locations within their user account setups.
- Product manuals: User guides, owner's manuals, assembly instructions and parts manuals available for all Life Fitness family of brands products.
- LFTechSupport.com: Online document and software library with access to hundreds of product-specific resources. Easy to find articles with answers to frequently asked questions and product support documentation for the Life Fitness Family of Brands.




# Training for Success

Life Fitness provides extensive certified and educational training opportunities. The Association for Talent Development (ATD) certification ensures that trainers are able to educate adults. Our ATD certified technical training specialists have over 50 years of combined industry expertise.

## Global Training Services

- Certification programs
- Recertification programs
- Maintenance training programs
- Troubleshooting and diagnostic training
- Remote tele-learning options
- Customizable training content for maintenance, technical and administrative employees



We are the only company that customizes on-site training content to your specific needs.





[CustomerSupport@LifeFitness.com](mailto:CustomerSupport@LifeFitness.com)

1-800-351-3737

Monday through Friday, 7 a.m. - 6 p.m. (CST)



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