



Case Study – Brick Bodies & Planet Fitness

With more than 150 users spread out across ten different physical locations across Maryland, Baltimore-based Brick Bodies and Planet Fitness health clubs needed a cost effective voice communications solution that was scalable with their rapidly expanding company.

“We are constantly adding users to our voice network as well as planning to add another 20 new locations by the end of the year,” said Steve Goodwin, Director of Information Systems at Brick Bodies and Planet Fitness. “Expert Service Providers was able to find us a feature rich solution that lowered our overall costs and still allowed us the flexibility to grow our operations.”

Expert Service Providers delivered Brick Bodies and Planet Fitness a Voice over IP solution that simplified the feature set for the company. Because it was also delivered over the network, it also allowed the company the simplicity of dialing extension instead of full numbers to reach its offices as well as the ability to record calls, easily communicate messages to all employees and even customize on-hold messaging.

“We have different businesses and different target markets for each business,” Goodwin said. “Having different on hold music for different companies is a great feature asset.”

The fact that they saved money using the system and avoided the “hidden fees” for feature services was also a great benefit to Brick Bodies and Planet Fitness.

“We easily save \$3000 - \$4000 per month using Expert Service Providers,” Goodwin said. “We dramatically cut costs over copper and got a more scalable solution.”

Expert Service Providers supplies Brick Bodies and Planet Fitness service on a per-line and not a per-user basis. Therefore Goodwin can add additional users without necessarily adding more lines.

“Plus Expert Service Providers makes it really easy to add more lines as the company grows,” Goodwin said. “It also helps if we need to use extra lines at one location over another because the pool of lines are available for every user, depending on need.”

