



# Making Service A Number One Priority

The Little Gym Looks to OneNeck as  
'First Line of Service' for Gym Owners



## The Company

The first Little Gym was opened in 1976 by Robin Wes, an innovative educator with a genuine love for children. The Little Gym's sequential motor-skill development program was created to help children develop physically, intellectually, emotionally and socially, giving children the confidence they need for a lifetime of success.

Classes are designed for children, infancy up to 12 years, and include gymnastics, parent/child classes, sports skill development, dance and karate. The Little Gym International, Inc., headquartered in Scottsdale, Ariz., was formed in 1992 in order to franchise The Little Gym concept. Today, The Little Gym International has 275 franchises in 16 countries.

## The Challenge

As a growing franchise that specializes in all aspects of child development, The Little Gym International takes pride in continually exploring ways to help its gym owners achieve success. So in 2005, The Little Gym International's corporate office determined it was the right time to invest in the IT infrastructure that supported its individual gyms across the country. The franchised gyms did not have an effective point-of-sale tool to enroll students and track program curriculum, nor a business reporting tool to help gym owners make informed business decisions, according to Linda Mason, Vice President of IT for The Little Gym International. She explained there was a need for a comprehensive system to help individual gym owners recognize strengths and opportunities to profitably run their businesses. "Our gym owners run privately owned businesses; this is their livelihood," said Mason.

In addition, the new system would allow the corporate office to better consolidate data from its franchises to provide improved services. The Little Gym International's executives initiated the design of a custom Operations Management System (OMS) for deployment at all The Little Gym franchises across the U.S. While the software was under development, Mason set out to find a single outsourcer that could host the hardware for the new OMS and provide a 24-hour, highly professional help desk support to the current gyms, as well as future franchises.

"Service to our gym owners is our number one priority," said Mason. "This clearly drove our decision-making process in searching for an outsourcer. We required a customer support center that was mature in its processes and made a profession out of support. In other words, our new outsourcing partner had to provide support as a main part of its business, not just as an adjunct to its other services."



*"We are a growing company, and we picked an outsourcing provider who can support our growth. OneNeck has already done a superb job in meeting our immediate needs: relocating to our new corporate office while at the same time migrating to Exchange and changing hosting providers. Their planning and execution was flawless, and they were proactive in looking for potential problems until they found and fixed them."*

*Robert Bingham  
President and CEO,  
The Little Gym International, Inc.*



Mason stressed the importance of support center staff that could either solve a customer's technical issue on the first call, or recreate the problem by using The Little Gym's custom OMS software housed in the support center. It was critical that support center personnel had a working knowledge of the OMS, as well as the troubleshooting ability to guide a gym owner step-by-step through the resolution process.

Mason concluded, "Basically, we needed an extension of us," referring to The Little Gym International's internal IT staff of three, including Mason.

## The OneNeck Solution

As Mason narrowed her search down to three outsourcers, OneNeck became a front runner. According to Mason, the "transparent" nature of the company's sales process and her unlimited access to every level of the company tipped the scales in OneNeck's favor. She was able to spend a significant amount of time with the manager of OneNeck's 24/7 support center, learning its systems and operations. Mason also observed support center staff members who handled inquiries from nearly 50 OneNeck customers.

At the time, Mason didn't realize that the OneNeck Support Center was well on its way to processing 43,000 Service Desk tickets by year-end 2006: 71 percent of which would be resolved in one day or less, and 37 percent would be resolved on the first call.

The "ultimate transparency," however, came in the spring of 2006 when OneNeck invited Mason to attend its Executive Forum. An annual event hosted by OneNeck, the Executive Forum provides OneNeck customers the opportunity to share their business goals and gain insight into OneNeck's vision. This "open forum" brings together OneNeck executives, customer executives and partners to exchange information and ideas for mutual benefit. Additionally, the event offers educational sessions on current issues and trends affecting the customers' businesses.

"The Little Gym wasn't even a customer at the time I was invited to the event," said Mason. "The level of honesty and trust OneNeck displayed was impressive. They opened their books and allowed their customers to openly air their business concerns and challenges. It was clear that OneNeck was a true partner with their customers."

In the summer of 2006 Mason selected OneNeck after attending the Executive Forum. OneNeck was to provide centralized management and hosting of The Little Gym's IT environment; including its Web-based collaboration technology and 24/7 help desk support of its new OMS software.

According to Robert Bingham, President and CEO of The Little Gym International, Inc., OneNeck did a superb job in meeting The Little Gym's immediate needs. Specifically, OneNeck managed the IT component of The Little Gym International's relocation to its new corporate office in Scottsdale,

Arizona, while simultaneously migrating to Microsoft Exchange and changing hosting providers. “Their planning and execution was flawless.”

As planned, a pilot program with the new OMS software and training launched in the fall 2006 to 10 gyms across the country. Mason described the program as a success and the software as a good working model on which gym owners can efficiently run their businesses and reap immediate rewards. A full rollout of the system to existing gyms began in November 2006 to coincide with the start of class semesters. For new gym owners who join the franchise, the OMS is deployed immediately.

## The Benefits

“When it comes to servicing The Little Gym owners, first impressions matter most and OneNeck does an excellent job as our first line of service,” explained Mason. She also emphasized how important it is for gym owners to be served by a professionally-run organization when they place a call to the support center.

In addition to providing outstanding support center service to gym owners, Mason views OneNeck as a strategic business partner. For example, OneNeck assists Mason’s team with long-term strategic initiatives. The Little Gym’s high-growth franchise business will require solutions to technical challenges that invariably will surface. OneNeck helps plan, implement and evaluate meaningful solutions so The Little Gym’s technology footprint keeps pace with the company’s growth. Most importantly, OneNeck’s proven processes ensure no degradation or interruption of service to The Little Gym’s expanding base of franchises — which every day make a difference in the lives of thousands of children.



## The Little Gym Facts

Organization	• The Little Gym International, Inc.
Industry	• Child Development Franchise
Business Challenges	• 224-plus gyms across the U.S. lacking adequate POS software, hardware on which to operate it and 24/7, high quality customer support center.
User Environment	• 275+ Franchises
Application Environment	• Microsoft Exchange • Sharepoint • SQL Database • .Net Development
Technical Environment	• Hewlett-Packard & Dell Servers • Microsoft Windows



For more information, contact:  
 OneNeck IT Services Corporation  
 5301 North Pima Road, Suite 100  
 Scottsdale, Arizona 85250 USA  
 Phone: +1-480-315-3000 Fax: +1-480-609-4308  
 info@oneneck.com | www.oneneck.com

Part Number M0607.1-1  
 ©2007 OneNeck IT Services Corporation.  
 All rights reserved.