

# A&E FACTORY SERVICE

## Company Background

A \$180 million fitness equipment manufacturer markets to the home use segment, selling their products to consumers at specialty sporting goods stores and major retail locations nationwide.

Featured products include motorized treadmills, elliptical and stationary bikes, and other aerobic exercisers.

## Reasons for choosing A&E

- National coverage and technician team
- Technician security and background checks
- Ability to integrate existing systems and technologies

## Health and Fitness Case Study

### Expansion drives need for a national repair service provider.

### Challenge and Goals

To provide fitness equipment owners with in-home repair service, the manufacturer had been partnering with and managing independent repair service providers throughout the U.S. This arrangement was adequate as long as their range of products and distribution remained limited.

With the introduction of the new product line, it quickly became clear that they needed the depth and breadth of a national service provider, one that would allow them to concentrate their resources on their manufacturing and marketing efforts.

A&E was the clear choice, offering the manufacturer solutions that met their needs, including:

- National service coverage
- Single point of contact
- Technicians trained in appropriate technologies
- Thorough security and background checks for all technicians
- Improve state of service
- Robust systems and technology
- Brand protection and support



## Implementation Process

A&E utilized a client profile to match its capabilities to client needs, including geographic territories, warranty, service volume and much more. A series of collaborative meetings were then conducted to assess and understand the fitness manufacturer's repair needs. Customizing and integrating A&E's services into the client's existing structure entailed collaboration across multiple departments. Areas of focus included:

- Existing service call frequency and location
- Training technicians in repair of both new and existing product lines, including items that present unusual repair challenges
- Creating contingency plans for dealing with unexpected service scenarios
- Utilizing web-based portal for real-time service scheduling
- Parts availability and logistics of shipping parts directly to customers' homes
- Claims processing
- Access to the service scheduling, reporting and tracking modules

## Conclusion

As one of the manufacturer's primary service repair providers, A&E now runs service calls nationwide, allowing them to concentrate their resources on their core initiatives of manufacturing and marketing innovative fitness equipment for home use.

They save money by no longer recruiting, training and managing independent service providers. Scheduling time is reduced by 95% by scheduling service calls directly with A&E and shipping parts directly to customers' homes minimizes repeat visits. Overall the process automation introduced by A&E has reduced claims review and payment resources by nearly 50%.

In all, the manufacturer is soundly equipped and well positioned to meet their customers' repair needs as their product mix continues to expand.



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