

CASE STUDY



# Total Gym Fitness



## THE CHALLENGE

- ▶ Improve engagements and conversions with the growing number of customers on smartphones and tablets

Total Gym is the star product of American Telecast, one of the leading consumer product and direct-marketing companies in the world. Total Gym continues to be one of the top-selling, best-known home fitness products on the market today. They have partnered with TouchCommerce since 2009 in delivering personalized, live customer interaction on the Total Gym website. Through the benefits of customized agent training, personalized partnership and customer insights, TouchCommerce has been able to produce conversion rates that are 4 to 5 times higher than without chat or self-serve.

However, the customer landscape is always changing for any company. Total Gym began seeing that more and more of their customers were watching their infomercials while surfing the internet on their smartphone or tablet. In fact, they were experiencing a 177% increase of traffic with tablets. The logical thing to do was to make Total Gym's customer engagement optimized for mobile devices, addressing the mobile user's unique shopping style and communication needs. Therefore, in mid-2013, TouchCommerce began Total Gym's mobile transformation.

## THE SOLUTION

### Mobile Chat

Having so much success with TouchCommerce's live chat solution on desktop, Total Gym wanted the same feature for mobile. Yet, mobile real estate is limited in space, so TouchCommerce implemented its unique mobile chat feature, which was customized for Total Gym in April 2014. The mobile chat solution showcases differentiating features such as a transparent background, which allows the user to see the site behind the chat window. In addition, the chat window is fully minimizable, allowing the user to navigate throughout the site without losing the chat; when minimized, the user can see a message indicator that scrolls across the bottom with the most recent agent message and the number of unread messages.

## COMPANY SNAPSHOT

**Name:** Total Gym Fitness, LLC

**Industry:** Direct Response

**HQ:** West Chester, PA

**Website:**

[www.totalgymdirect.com](http://www.totalgymdirect.com)

## KEY RESULTS

- 5x** 5x more customer interaction with mobile guides
- 71%** 71% faster response time
- 697%** 697% better conversions

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### Quick Reply

Within the mobile chat feature, TouchCommerce added a unique option that benefits mobile users by giving them a set of various brief replies to help get a chat conversation going. Quick replies, or tap responses, help the customer to engage with the agent on a tablet or smartphone, where typing long messages is not an option.

With this special condition in mind, the agents were trained to modify their responses to mobile customers, pointing out that messages should be shorter due to smaller screen space.

### Mobile Guides

The most significant accommodation made for Total Gym's mobile users, however, was the implementation of TouchGuides for mobile devices in mid-2014. Due to the casual browsing mentality of smartphone visitors, the high traffic came with not-so-high conversions. 76% of Total Gym's smartphone visitors were on the mobile site just doing research. Therefore, a different mode of interaction was considered; mobile guides was the answer. The mobile version of TouchGuides, customized for Total Gym as automated product guides, was designed with an intuitive user experience specifically intended for the mobile environment, displaying easy-to-read and easy-to-touch options that guide the customer in the early stages of navigation to the product that matches their specifications.

## THE RESULTS

By creating a mobile engagement with special features that are tailored to mobile shopping behavior, Total Gym has experienced favorable results that lead to increased conversions:

- ▶ 2.5 times more conversions with mobile chat than with a basic live chat design
- ▶ 71% faster customer response time from the quick reply option, demonstrating that the mobile user's unique shopping behavior was accommodated
- ▶ 5 times more customer interaction on the smartphone in early website navigation, due to mobile guides
- ▶ 12% increase in overall smartphone conversion rate after implementing TouchGuides
- ▶ 39% of Total Gym's overall online orders comes from TouchCommerce solutions across multiple channels, proving the benefit of helping the customer through the purchase process
- ▶ TouchCommerce-assisted smartphone visitors convert 697% better than non-TouchCommerce-assisted website visitors



*"We are impressed with TouchCommerce's ability to continually deliver innovative technology and methodologies to drive web traffic and conversions in both desktop and mobile platforms."*

**-Joe Crowley**  
**VP Marketing,**  
**Total Gym Fitness**

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**THE BENEFITS**

**More productive site visit**

Mobile guides allow interaction with mobile shoppers in a meaningful, non-intrusive way to answer questions, address needs and assist customers to reach a purchase decision in a timelier manner.

**Better equipped agents**

The mobile chat solution offers Total Gym's chat agents unique capabilities to assist their mobile users and to increase conversion rates. The training they receive makes their communication with mobile customers more effective.

**Fueled by feedback**

Total Gym's favorite benefit from TouchCommerce's partnership has been the feedback they receive from live chat interactions. It has always provided for them insights into their website and products, which they in turn use to continually improve and optimize. With mobile customers, being able to hear from this ever-evolving sector arms the company with knowledge that is pertinent to meeting the needs of today's shoppers.

**Engagement with a new audience**

Mobile guides have been very effective in boosting interactions with Total Gym's smartphone visitors who may not have engaged with them through other online engagement channels. By reaching this audience, Total Gym is able to convert more shoppers.

**Continuous partnership**

TouchCommerce is dedicated to creating new and better ways to usher Total Gym into the omni-channel world of customer experience.

**ABOUT TOUCHCOMMERCE**

Founded in 1999, TouchCommerce delivers results for market-leading brands with innovative online engagement solutions that enhance customer experience, increase revenue and reduce support costs while using real time customer data analytics. For more information, please visit [www.touchcommerce.com](http://www.touchcommerce.com).

Connect with TouchCommerce on **Twitter** (@touchcommerce) and **LinkedIn**.



**TouchGuides and TouchChat for Total Gym's Mobile Customers**