

BBC Global Case Study: FitProTracker

# Virtual Assistants Elevate Support, Marketing for Fitness Software Company





## Introduction

Fit Pro Tracker is a fitness software solution designed to convert leads and enhance member communication and engagement. Created by gym owners for gym owners, Fit Pro Tracker is a billing, CRM, and communication platform that allows for efficient management of essential business tools through a single solution.

As a startup, the Fit Pro Tracker leadership team knew that customer support would be critical to the successful growth and evolution of the product. They researched different types of virtual assistant providers and felt that BBC Global was most aligned with their culture.

"We were focused on bringing in the right people to our team to help move the mission forward in a cost-effective way," said Matt Schneider, EVP of Business Development at Fit Pro Tracker. "We did our due diligence and a common thread started to develop about BBC's customer support, integrity, leadership culture, and how they treat and retain their people. We heard this directly from their clients."

## **BBC Global Virtual Assistants Deliver Consistency and Performance**

Initially, BBC Global provided Fit Pro Tracker with a virtual assistant to address support tickets from users of their software. In addition to responding to client issues, the virtual assistant would communicate with Fit Pro Tracker developers on a regular basis to report bugs and provide feedback on software features that may need to be updated or improved based on client support tickets.

Fit Pro Tracker has since expanded their virtual assistant team to five. The original virtual assistant is the team lead, who oversees the rest of the team who handle support tickets and write articles that are relevant to the needs of Fit Pro Tracker clients. Meetings with Fit Pro Tracker developers to discuss features are now happening on a daily basis.

"The quality of the people who BBC brings in has been key for us," Matt said. "This has prevented us from being stuck in a continuous training cycle. They've been able to become proficient with our systems and interact really well with our team and our clients. BBC has done a great job evaluating talent, and they're obviously giving them incentives and opportunities internally to motivate them and keep them happy."

When one virtual assistant left because she landed a job as a teacher, BBC was able to quickly fill the position with a person whose experience, skills, work ethic, and personality were the right fit. Fit Pro Tracker didn't have spend any time or money recruiting and interviewing candidates, and they didn't miss a beat in terms of customer service.

Because BBC virtual assistants fit so seamlessly into Fit Pro Tracker's operations and communicate so well with their team and clients, Fit Pro Tracker views BBC virtual assistants as part of the team. Technically, they're employees of BBC Global and they work from different parts of the world, but the consistency and performance they provide has earned the trust and confidence of the Fit Pro Tracker team.

## **The Results: A Win-Win Relationship that Pays Dividends**

"It's an absolute win-win with BBC Global," Matt said. "As our company continues to grow and we have opportunities they can fill, BBC has proven that they can bring quality people forward. They offer a solution that's cost-effective and extremely reliable."

Matt has also been impressed with the integrity of BBC Global from the top down.

"I can tell from my conversations with Mike (Yablonowitz, President and CEO), Amy (Cohen, Director of Engagement), and others that they truly come from a place of wanting what's in the best interests of their people," Matt said. "People aren't just numbers or spokes in the wheel. Their entire process makes it very evident that they want the relationship to work for everyone. They set their people up for success, which sets us up for success."

Matt recognizes that there is a stigma about overseas outsourcing but points out that not all models are the same.

"There's a distinct difference with BBC," Matt said. "They genuinely care about their team, no matter where they are in the world. They care about their development and well-being, and their role in helping the clients they serve. When you think about it, BBC has created a mechanism that allows us to provide opportunities for families from all over the world, which is very gratifying. I would encourage anyone considering virtual assistant services to talk to BBC Global."



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