



## Les Mills sets a new bar in customer engagement with OrchestraCMS

Les Mills International is a power-house in the global fitness industry. Nearly 4 million people worldwide work out weekly to its popular fitness classes, including BODYATTACK™ and RPM™. The New Zealand-based company has a presence in 15,500 health clubs and a tribe of more than 100,000 instructors across the globe.

Managing such an empire and a vibrant brand requires the ability to effectively engage with customers which is why Les Mills turned to Stantive Technologies Group and OrchestraCMS.

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Aaron O'Brien, Chief Technology Officer of Les Mills International said the ability to deliver targeted content was a game changer. “We are now able to interact with our customers on a whole new level. the online brand we have created with OrchestraCMS is modern and edgy and appeals to our physically active and social audience.”

### A dynamic online brand

- Targeted content drives cross and upsell opportunities to clubs and consumers with suggested items they may want to purchase to go along with the classes they teach or attend
- Clubs and consumers access self-service functionality for training and certification processes, digital downloads and event registration
- Salesforce built workflows, custom objects and user records are utilised across digital channels with OrchestraCMS

## Powering a Global Power-House

Using OrchestraCMS, Stantive helped Les Mills amp up its digital presence with communities that deliver targeted content to its three different customer groups and play a significant role in helping Les Mills deepen its customer relationships.

OrchestraCMS surfaces targeted content to clubs and consumers and suggests items they may want to purchase to go along with the classes they teach or attend. If an instructor is certified in just one Les Mills product, OrchestraCMS can surface content that encourages them to progress to the next level. In addition to providing customers with targeted content, Les Mills has moved the training and certification process for instructors online and uses its portals to foster collaboration and make instructors feel part of a global community.

“Engagement and efficiency are through the roof and we’re able to provide a much greater level of service to our instructors and clubs. This translates to a better experience for the growing number of participants in our classes,” said O’Brien.

Les Mills plans to expand its online presence as it continues to lead the fitness industry across the globe. Using the multilingual capability offered by OrchestraCMS it will be easy to scale and deploy one online channel with targeted content based on language and region instead of multiple digital channels.

## A Digital Experience Evolution

Previously, Les Mills used a home grown CRM, spreadsheets and phone calls to manage its relationships with clubs and instructors. It also lacked a close relationship with those using its workouts, even though many were dedicated fans.



Les Mills wanted to completely transform the way they interacted with both business customers and consumers. A powerful CRM was instrumental and Les Mills chose to implement Salesforce Sales Cloud. “We turned to Stantive because OrchestraCMS was the only product we found that would allow us to interact with them directly from Salesforce – online, in real time and on any device,” said O’Brien

With OrchestraCMS, Les Mills has also reduced the resources being wasted through physical shipment of music and training DVDs to instructors worldwide. As the largest export of commercial music in the southern hemisphere, their freight bills were enormous. With an eco-friendly mandate, Les Mills also wanted to dramatically reduce the plastic, packaging and fuel used. With OrchestraCMS, Les Mills instructors now can go to purchase and download online kits with music and teaching materials.

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