

Enhancing Workouts for 3,000 Students Each Day

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Challenge.

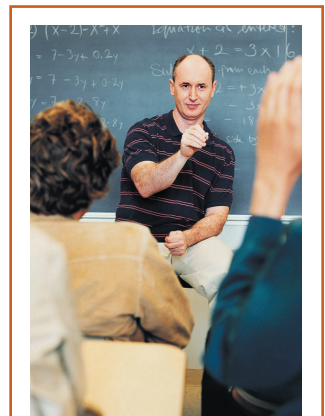
The University of Southern California (USC) has few peers in academic and athletic excellence, and the institution's leadership consistently enhances a favorable brand perception at every level. When the on-campus William Lyon Recreational Center needed regular equipment service and ongoing upgrades, they asked us for advice. Two challenges were apparent immediately. First, the facility received very high usage from subscribing members -- more than 3,000 people each day. Second, equipment from many different manufacturers had been in place since the facility's opening in 1988, which complicated the ongoing service effort.

Solution.

After in-depth consultation with the staff, we designed a phased replacement program, beginning with the cardio-vascular equipment. The majority of members sought baseline results in general physical conditioning and weight loss amidst busy schedules, so treadmills and elliptical training machines were targeted first. By choosing primarily Precor equipment, some with Personal Viewing Screens, we enhanced the member experience and increased equipment reliability.

Results.

Besides the Precor equipment upgrades that delighted members and matched administrative budgets, Advantage Fitness Products also delivered value-added benefits. By slightly rearranging the floor plan, we were able to improve usage efficiency. We also trained Lyon Center personnel to handle most repairs, and prepared an appropriate inventory of spare parts. Subsequent phases will address all the strength equipment and an expansion.



"Through in-depth consultation, combined with our extensive product knowledge, AFP was able to design a phased implementation plan that suited USC perfectly."

– Bryan Green, Advantage Fitness Products, Los Angeles, CA