



daxko®

Daxko Webinar Script

PART 1: Who is Daxko

At Daxko, we are committed to making people healthy and happy. That's why we exist. As a valued Daxko customer, we never stop working on our end to strengthen the partnership with you. In practice, we are technologists building the best solutions we can for engaging members, making your people more productive, and getting the most out of your mobile opportunities.

At this time, we want to share with you our greater plan for customer success and industry leadership. Culture, software and growth are at the core of that plan, a plan we are really excited about because it is big – yes – but also because it is so customer driven.

Culture

From our leadership team to our last line of code, we want to be the most loved and largest software company in our industry. The only way to accomplish this is through shared vision, uncompromising standards, and a strong bond based on trust and respect. In fact, words like trust and respect aren't buzzwords around here, they're our signature. We're proud of our people here at Daxko...they do amazing things, and because of this we are able to push the boundaries of what's possible in the health and wellness industry.

Software

Daxko has always found success listening to our customer, taking your input to heart and using it to guide our future direction so we can serve you even better. In the end, this allows us to build software that empowers your people to do more. Building software applications that enable our customers to do more is why we dream big but obsess over details.

We work at the intersection of health and technology, always searching for new ways to make our customers more successful. Opportunities exist all over the industry to make even bigger changes, and Daxko products are leading the way.

Growth

At Daxko, we have big plans. We've invested in a long-term view of our industry at a time when advances in technology allow us to take giant leaps in progress. But we succeed only if our customers find value in our people and products. This is why we never stop innovating for the customer, and we never stop trying to elevate our level of customer service...because over the years we've found Daxko's growth is simply a byproduct of customer success.

Superior service, unrivaled innovation, and committed leadership – these are the capabilities that help fuel our growth.

PART 2: CSI Provides Exceptional Experiences

At Daxko, we do place a huge importance on customer service. We work to understand our customers needs, we value feedback, and we design teams and initiatives around the best way to serve you.

To further our efforts, we've recently renamed our support team "Customer Success." We believe this change better reflects how we want to serve you, with a tighter focus on implementation and onboarding needs, training, and ongoing support. And Customer Success is much more than a name change, it is us rethinking service and realigning our resources to get every interaction with you just right.

New org and structure changes

And in the spirit of improved customer service, we want to announce some organizational changes. I will be the new director and Paul Uk and Blake Simmons will be new team leads.

We are really excited about these moves as they will provide more one-on-one coaching and mentoring for team members. This new structure will allow us to quickly identify important events and communicate the importance of those events to the right

people at the right time. Going forward, feel free to email your Customer Success leaders with any concerns...look for an email to follow with contact information.

What can you expect from our Customer Success team? Expect faster responses to your questions and issues, more fluid communications from our front lines, and, really, more transparency at all levels of our organization. Code fixes will now be priority, as our development and QA teams have joined forces in an effort to get ahead of code issues. For example, our October 18th software release will come complete with system maintenance fixes...and so everyone is aware and on the same page, these fixes will be documented and shared with you soon. In addition, you can expect to receive mass emails detailing system-wide issues in a timelier manner.

OUR PRODUCTS: INVESTING IN OUR SOLUTIONS

Bug Fix Initiative

We've also made some notable changes to our development process...going back to basics and refocusing hard on SpectrumNG core modules. In the past, at CSI, we've steered most of our energy and resources toward developing new features for SpectrumNG, while allowing our core modules to gather a little too much dust. We have been pouring over our bug lists and have started shifting our focus back to strengthening our core...getting back to why you chose us from the start. In this case we are going backward so we can go forward, building a rock-solid foundation for the future. We hope our upcoming releases will reflect this shift in mindset and execution.

Performance Enhancements

As part of our huge bug fix initiative, you will also see performance improvements integrated into future releases. These are potentially larger, more involved projects that take some time to plan and implement. So bear with us. Regardless, we have identified and catalogued hotspots – pain points we all want eliminated – and are in the process of addressing them. We have put our best minds on these performance enhancements. And our best mechanics. We hope you will like the results.

Feedback (Early and often)

In our continuous effort to get the most out of SpectrumNG, we are making a strong push for feedback from you. Our product management team wants customer feedback to influence the future software moves we make.

So keep your eyes open for surveys from the team. Your insight and suggestions can go a long way toward making SpectrumNG the best it can be. Turns out, we have an awesome research and development tool right under our noses and we intend to take advantage.

We will also be rolling out advisory groups, giving these groups sneak peaks into what we are doing and asking these groups for opinions to help guide our steps forward. Think of these advisory groups as customer-driven think tanks – idea machines driving product changes.

Last, we want to touch on our Ideas Forum. Although still in its early stages, the Ideas Forum is getting a reboot. The “idea” isn’t going away, we are simply investing more time and energy in creating a more meaningful experience. Most important, however, you will see these ideas truly integrated into our future software releases.

Summit – New Orleans

Looking at the calendar, we will soon be meeting face-to-face to discuss these changes at CSI in a fantastic atmosphere. CSI is looking forward to seeing all of you in New Orleans for Summit. Summit is a one-of-a-kind experience designed for those looking for an edge in both tech and service. This November, CSI is going big and bold with more attendees from more customer roles, more sponsor and partner participation, and a more complete picture of the business of health and fitness.

Along with the fitness centers we serve, Daxko aims to create an environment where health, happiness and technology come together. We encourage you to sign up for Summit 2016 and help share our vision.

And to give you a taste of what to expect in NOLA, we can start with two full days of hands-on learning and expert knowledge you can only get at an event like this - completely dedicated to health and wellness software. At Summit you will be able to choose from over 25 sessions of curated content full of tricks and tips. You’ll also get one-on-ones with with CSI experts, helping you unlock the full potential of SpectrumNG and CSI mobile solutions. Also, Summit is much more than just software. It is also a unique opportunity to mix with your peers, network, and get the latest industry intelligence – all from the great city of New Orleans. So please join us and we’ll let the good times roll.