



Beachbody strengthens IT operations and employee experience with ServiceNow



Reduction in service outages



Increase in documented changes



Can raise ServiceNow incidents directly from Slack

Fitness solutions leader Beachbody moves to a digital, on-demand delivery method

Beachbody is a worldwide leader in fitness, nutrition, and weight-loss solutions with the mission of helping its more than 23 million customers to enjoy healthy, fulfilling lives.

In the past, Beachbody relied on physical channels, such as infomercials and DVDs, to deliver its content. Now, the company is aggressively moving to a digital delivery model. Because of this, Beachbody's applications and IT infrastructure are mission-critical in providing on-demand, subscription-based workouts for customers to stream.

Beachbody IT operations needs a better way to manage daily deluge of emails

Until recently, Beachbody relied on emails to drive IT operations. While the company was already a ServiceNow customer, it still used emails for "last mile" communications.

According to Eric Landsness, Beachbody's Director of Network Operations, "When everyone is dealing with hundreds of emails a day, things are missed. Change requests are key examples. ServiceNow sent notification emails, but these were often ignored. As a result, many changes were never approved. Because of this, our people gave up entering change requests and just went ahead with undocumented changes."

Industry: Fitness

Location: Santa Monica, California

Size: 1,000 employees

Challenge

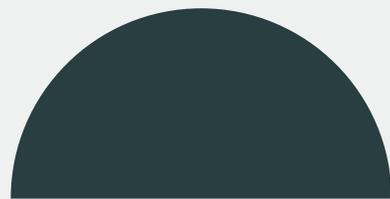
Modernize IT operations to align with company's transition to a digital content delivery model

Products

- The Now Platform®
- ServiceNow® IT Service Management

Solution

Using the Now Platform, Beachbody integrated ServiceNow with Slack to eliminate email burden and increase service quality





“

By integrating ServiceNow with Slack, we could give approvers easy access to ServiceNow capabilities within their familiar Slack environment.

Eric Landsness, Director of Network Operations, Beachbody

Beachbody gives employees easy access to ServiceNow capabilities through Slack integration

Beachbody's IT team knew that they needed a different approach. They decided to combine the power of ServiceNow and Slack to eliminate the email burden. Eric says that, "We were already starting to use Slack as our overall messaging and collaboration platform. By integrating ServiceNow with Slack, we could give approvers easy access to ServiceNow capabilities within their familiar Slack environment." To do this, Beachbody created a Slack bot to interact with ServiceNow. Astonishingly, this took less than one day to complete.

Now, approvers receive a Slack notification whenever they need to approve a change request. They can pull up all of the change details directly in Slack, approving or denying the request right on the spot. All the underlying logic is still managed within ServiceNow—helping to ensure complete process integrity and compliance.

ServiceNow and Slack integration delivers immediate change and incident management results for Beachbody

According to Eric, the results have been tremendous. "As soon as we went live, we saw a radical improvement. In just one month, our number of approved changes increased by almost 800%—proof that approvers were now reviewing changes," he says. "And, we saw about a 250% increase in documented changes, which means that our people now see the value of entering change requests into ServiceNow."

Beachbody has also seen a corresponding increase in service quality. "When you don't document and review changes, things go wrong. It's not just the change itself, it's the lack of visibility," says Eric. "For instance, there's no easy way to know if a change has caused an outage, or whether there's a problem with colliding maintenance windows. Before, we were having four or five outages every week. Now, that's down to about one a month—more than a 90% decrease."

For Eric, it's all about working smarter. "We only have a small IT operations team, so we're constantly looking for creative ways to get things done faster and better. Integrating ServiceNow and Slack was easy—and we're seeing remarkable benefits," he says. "And, we haven't stopped at change management. For instance, we can raise ServiceNow incidents directly from Slack, including automatically gathering information from our monitoring systems. That reduces effort and means that we resolve issues more quickly."