



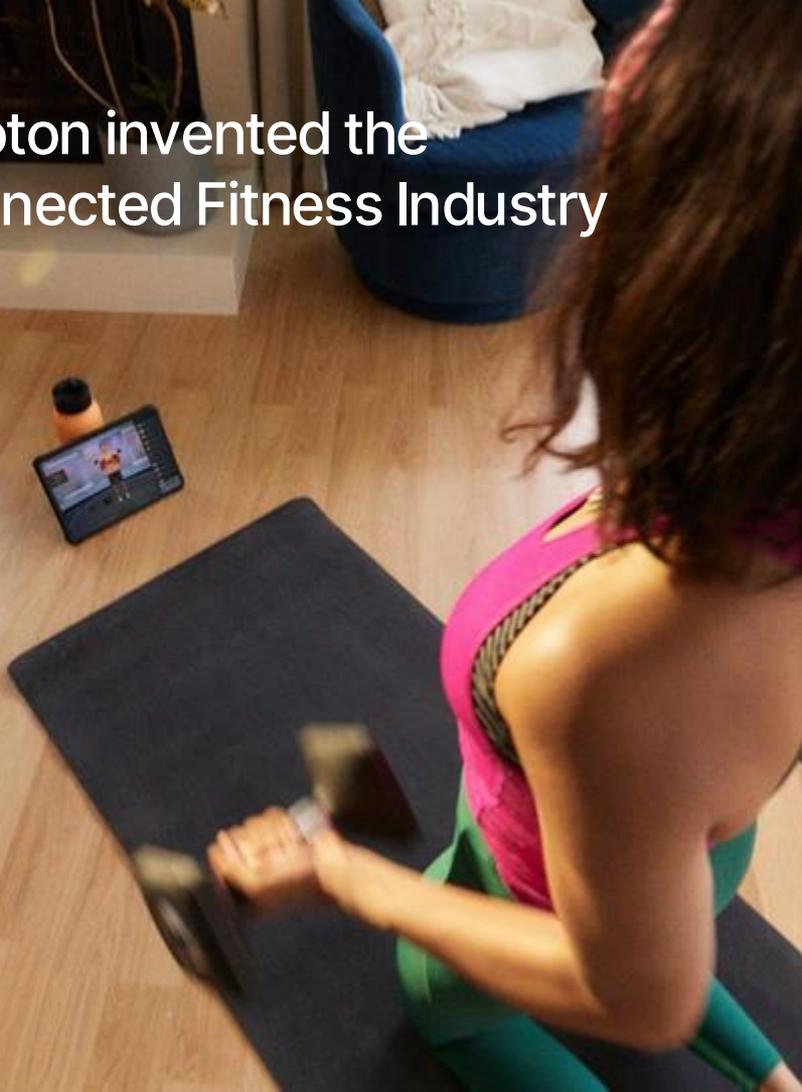
**Elevating the Ride: The Journey
to Best-In-Class Peloton
Member Services**

PELOTON

Dawn Spring • SVP, Global Member Support

Redefining Fitness

Peloton invented the
Connected Fitness Industry



It started with a Bike
But it didn't stop there



Peloton Is: World Class Products



Bike



Tread



Bike+



Tread+



Row



App

Peloton Is: Premium Content and Instructors



More than 30 Live Classes per day • Over 1,000 New Classes monthly



Peloton Is: Global Community



Connecting
Supporting each other
Celebrating milestones



Home > Connect > Member Stories

Peloton In the Wild: How Members Found Each Other In Real Life

Wherever you go...there's probably a Member nearby.

By Dana Meltzer Zepeda • Updated June 30, 2020

TAGS



My Tags



Search or Create



Explore

TRENDING

FEATURED

FRIENDS

POPULAR

PelotonMoms

542,122 Members



pelotonswifties

18,815 Members



Pelo4Wine

180,146 Members · Following 2



TogetherWeGoFar

170,327 Members · Following 6



**Let's Look Back 2.5
Years**

For Peloton, 2022 has been a rough ride

The at-home gym company — along with its stock price — was riding on a high during the pandemic. Consumers brought it back to reality in 2022.

Published Sept. 19, 2022



Dani James
Reporter

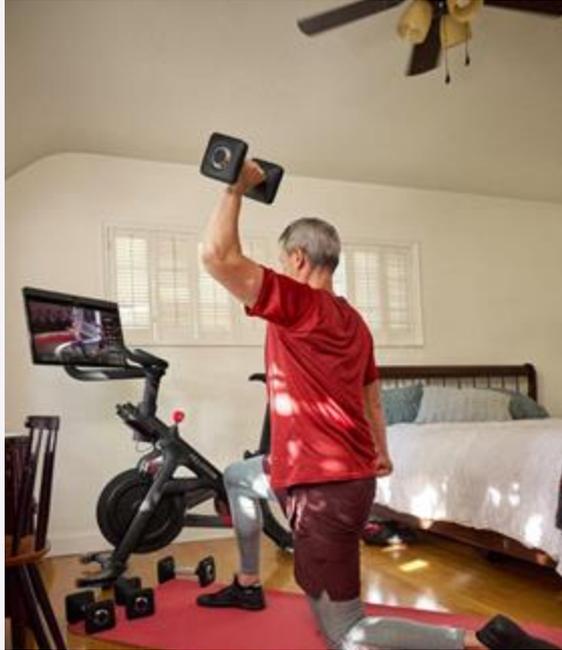


Courtesy of Peloton

Peloton overbuilt itself during the pandemic

Coming out of 2022, we began looking to right-size expenses and concentrating on growth

Peloton Enjoys Near Perfect Market Fit



***Instructor-led
Boutique
Classes***



***Technology-
Enabled
Fitness***

Peloton Confronted Supply Chain Imbalances



Too Many
CFUs
in Inventory



Disproportionate
Capacity



Excessive Middle
Mile Locations



Overstocked
Accessories



Inefficiently Staffed
Global Member Support



Missing
Service & Repair

Peloton Confronted Supply Chain Imbalances



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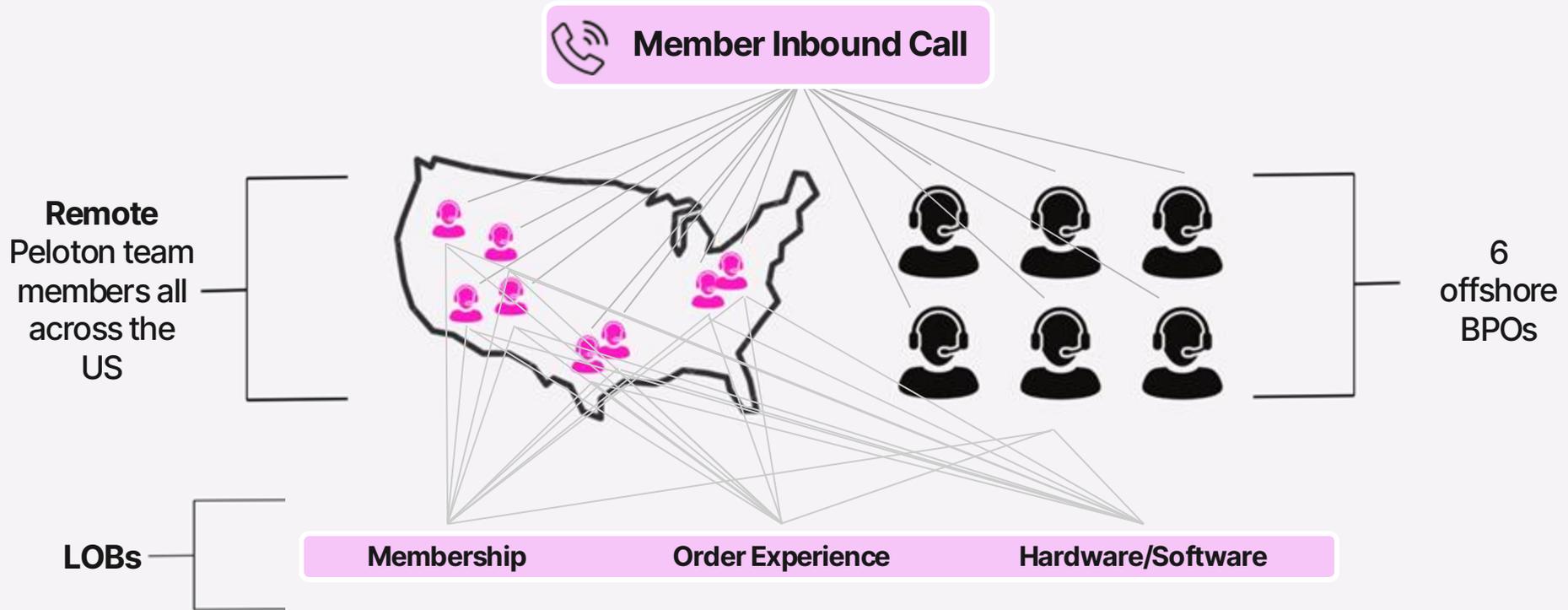
Inefficiently Staffed
Global Member Support



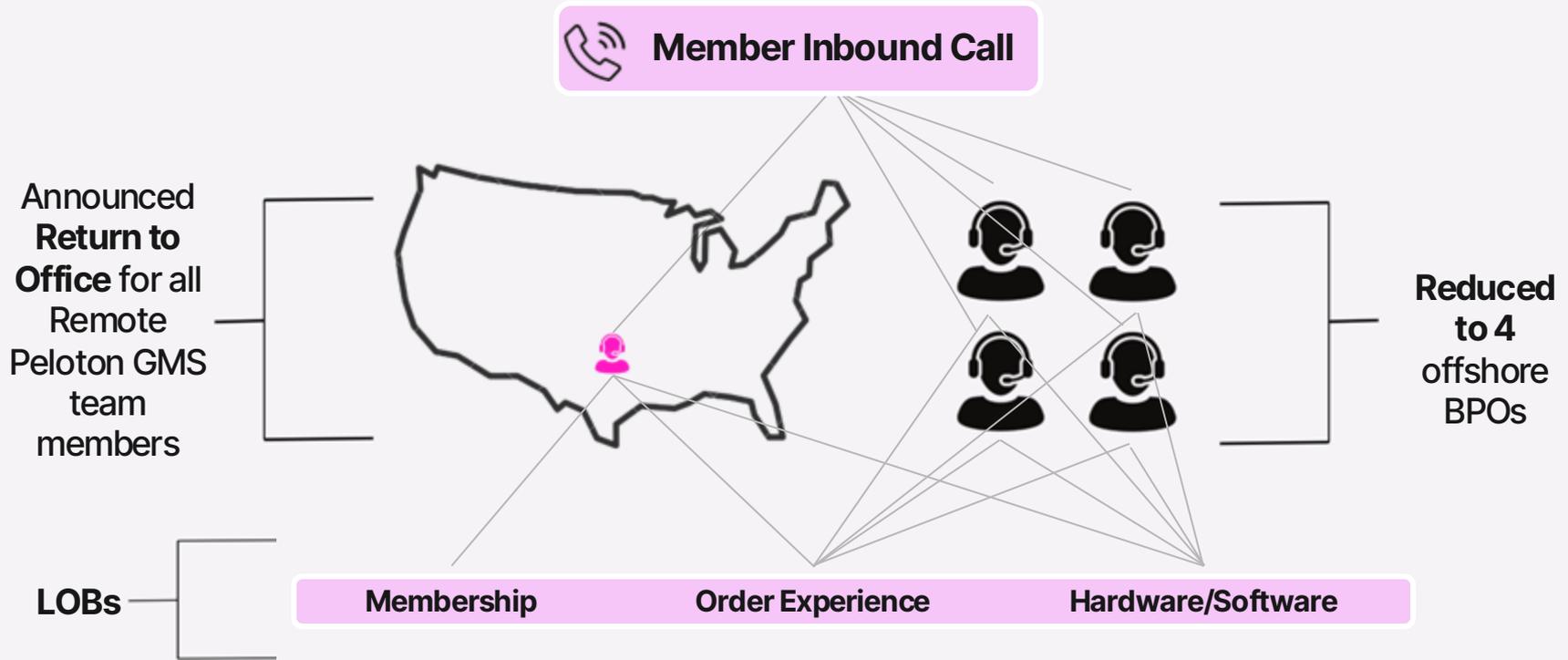
Missing
Service & Repair

The GMS Journey

Peloton Global Member Support in 2022

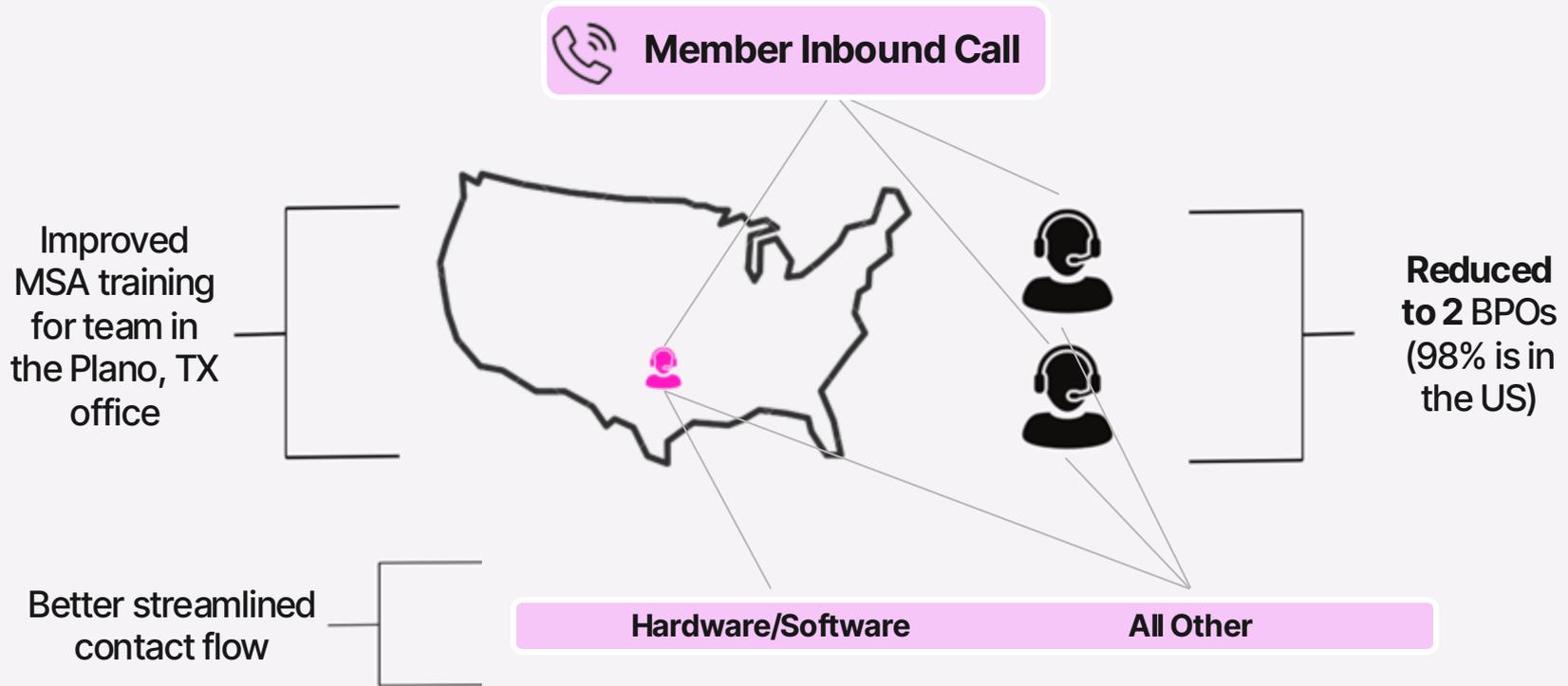


Peloton Global Member Support in 2023



★ Upskilled the BPOs, streamlined contact flow, & implemented Salesforce

Peloton Global Member Support in 2024



Also in 2024..

01 AWS Phone Transition

Transitioned from Genesys to AWS phone system (and integrated Service Cloud Voice) more efficient platforms for MSAs.

02 Agent Assist

Implemented Agent Assist, *the use of AI*, to simplify the work for our team members by doing things like classifying cases, offering recommended replies, and case summaries.

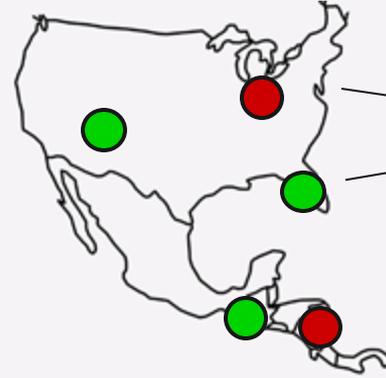
03 Data-Driven Decision Making

Began building a stronger data culture at the company that enabled our team to have metrics to aim for, and we could better see how our team was performing week to week.

Peloton Global Member Support **Today**



Plano, TX
*Center of
Excellence*



IBEX

InTouch

**Pilot & operationalize
new initiatives before
scaling across the
network**

**Manage complex or
high-risk work types
requiring specialized
knowledge (Legal
cases)**

**Standardize excellence
by owning process
documentation,
training feedback
loops, and best
practice rollouts**

**Serve as the internal
benchmark team
against which our BPO
performance is
measured**

Peloton Global Member Support **Today** is..

Proactive ^{vs} ***Reactive***

Social Care

We now have a Social Care team that **monitors social media and proactively communicates with our members** via Facebook, Instagram, etc.

Human Concierge

We are piloting a Human Concierge program where we give a subset of members the option to opt in and we follow them along on their Peloton onboarding journey for 90 days **to ensure engagement and satisfaction.**

**Empower people to live fit,
strong, long, and happy**

PELTON



**Bring integrated fitness and wellness experiences to
Members anytime, anywhere**