

UNIVERSITY YACHT CLUB | SUCCESS STORY

Increasing Engagement Through Distanced Times

How University Yacht Club Came to the Confident Conclusion of Clubessential

University Yacht Club's partnership with Clubessential began when the COVID-19 pandemic turned the world upside down. As every industry suddenly required digitalization capabilities virtually overnight, University Yacht Club (UYC) looked into several platforms to identify the right club management software to serve their members. They needed an all-in-one solution that would handle all pre-pandemic requirements while increasing their capability to engage members through smartphones – while also satisfying the new

touchless and socially-distanced needs of the post-COVID world.

Meet the Board with 360° Vision

An entire system change may seem daunting, but UYC Member & Board Consultant Mike Lee is adamant that the results speak for themselves. As a club member of UYC himself, Lee possesses a unique perspective into not just the staff and operations side of the software but also into the guest experience – a dual angle that affords him the rare opportunity to not only view the narrative of UYC and its members, but also to participate in writing that story himself.

Lee's perspective gives him a distinct authority as he remembers the search for the software that led to Clubessential: "I think you guys are a step ahead of the competition – probably multiple steps – because we talked to Buz Club and we talked to Jonas, and they didn't have **half the feature functionality that you do.**"

To match Lee's unique perspective, the Clubessential Essential Suite offers a 360° toolbox of integrated, ever-communicating solutions that have equipped UYC to rise to any occasion. The Membership

THE HIGHLIGHTS

Products:

F&B

CE Payments

Essential Website CRM

Dining res

MAP

Mobile POS

App

Mobile Ordering

Accounting

Office



"We looked at several different platforms, and no one else came close to CE in meeting the features and functionalities we were looking for."

- MIKE LEE,
UYC BRIDGE OFFICER,
SECRETARY

Analytics Predictor is another tool Mike Lee finds valuable for creating a more complete picture of membership engagement. “The member scoring is great – to use that as a means for tracking and maintaining and limiting attrition,” says Lee.

The Essential Effect on Member Experience

The switch to Clubessential created ripples in the operation of University Yacht Club – primarily in the waters of guest experience. UYC members now have a reliable method of interacting with the club without having to go through the traditional avenues of communication such as phone calls and emails. Clubessential’s mobile-first strategy puts autonomy in the hands of club members, reducing pinch points, alleviating the pressure on staff, and decreasing wait times for members.

“They can make a dinner reservation on their phone, they can look at the weekly updates on their phone, they can look at the gas prices on their phone, they can look at our gate codes if they change – it’s great,” says Lee.

“Putting a mobile app [out] for our club, I think, really took us into the twenty-first century.”

The Symphony of Straightforward (and) Support

Paragraph Copy: As a technology professional, Mike Lee is no stranger to the user journey. “You always have to have the mindset of ‘what is the user journey going to look like?’” Lee explains. “If we consider the user journey in everything we do, and it’s easy for them to adapt, easy for them to learn and be excited, then it’s a slam-dunk all around.” He applies this knowledge to the custom mobile app UYC employs through Clubessential: “The user journey for our user app is very straightforward. It’s not complicated, it’s easy to navigate.”

Support requests are a crucial part of any partnership – and UYC’s relationship with Clubessential is no exception. The most perfect club setup in the world can still run into occasional snags or customization needs, underscoring the **importance of support responsiveness and**

efficiency. So in the event the straightforward user experience UYC members have come to expect ever needs assistance, Lee is confident in Clubessential’s response.

“Anytime we needed support and I called the support line, the hold time was very quick. Cody’s always available,” says Lee, who reiterated that his club’s switch to Clubessential has improved the member experience by **two hundred percent.**



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About Clubessential

Clubessential provides the next generation of club leaders with a full suite of membership and club management solutions. Created specifically for country, golf, city, yacht, university, and other clubs, the Clubessential Suite offers website, mobile apps, accounting, tee-times, reservations, POS, CRM, single-source payment solutions, and other tools that enable more than 1,300 private clubs to make smart decisions and deliver exceptional member experiences, building stronger clubs and creating members for life.

About Clubessential Holdings

Clubessential Holdings provides a full suite of membership and club management Software as a Service solutions to private clubs, public golf courses, health & fitness clubs, spas, military organizations, municipalities, and college athletic programs. Across eight brands, the company offers a variety of forward-thinking technology and services which help more than 10,000 customers attract, engage, and retain over 15 million club, community members and sports fans for life.