Re-imagine the Member Experience

Ask your General Manager these questions and be ready to exceed member expectations with every touch.

- Can you easily see engaged or disengaged members at a glance?
- How do you track utilization of your club and demonstrate return on capital investments?
- What reporting do you use to measure experiential as well as operational success?
- What is your process for tracking member experiences and preferences and then acting on that data?
- When you have events, how do you streamline your check-in and merchandise purchase process?
- How easy is it for your members to view and pay their statements, make reservations, and place mobile food orders?
- Can your members customize your mobile app around their preferences?
- Do you have the ability to capture, store, and see member preference data?
- How do you drive Pro Shop revenue from the register to the first tee?
- Can you display member preferences at POS and save a member’s favorite meal configurations?
- Can you easily manage multiple operations simultaneously, from handling incoming phone calls to ensuring all members check-in?
- How long does it take you to generate reports for the Board?
- Is your cash flow adequate and how does cash flow through your club?
Create a Comprehensive Picture to Plan Your Way Forward

Make smarter operational and member-focused decisions using the industry’s leading suite of integrated Accounting, Point of Sale, and Member Management modules.

**Accounting and POS**
- Track utilization to better understand overall utilization trends, measure return on capital investments, and evaluate how often each member is using the resources at the club.
- Make smarter operational and member-focused decisions using a suite of integrated Accounting, Point of Sale, Reservations, and Member Management modules.
- Compare a member’s engagement over defined periods of time with a visual snapshot of trends across seasons, quarters, or specific dates enabling you to deep-dive into score components.
- Track member interest and experiences and use that data to drive meaningful interactions.
- View a beacon hit report to help understand who is visiting the club and where they are going.
- Take specific actions with members in real-time as their engagement trends upwards and downwards.
- Evaluate the source of each reservation to measure the effectiveness of your online solutions and to adjust staffing needs.
- Transform tee time check-ins by utilizing more convenient areas to check-in and pay, like the bag drop, 1st tee, or wherever you choose.
- Manage pro shop inventory.

**Payments**
- Improve steady and predictable cash flow and experience faster funding in as little as 2 days.
- Simplify the Payment Process for Your Members and Staff.
- Manage all transactions, one time and recurring, including credit card, ACH, online, card present, etc.
- Accelerate cash flow with fewer resources.
- Reduce billing errors and ensure security with PCI compliance.
- Provide secure mobile payment options.
- Gain visibility and transparency through integration with your operating and financial systems and member accounts.
- Pass on fees for member credit cards.
- Easily on-board and/or update existing payment information and eliminate the need to obtain a copy of a canceled check.

**Membership Analytics Predictor**
- Understand who your most and least engaged members are.
- Retain your most engaged members and establish action plans to retain at risk members.
- Calculate member lifetime value to measure the average amount of money your members will spend at the club over the entire life of your relationship with them.
- Determine how well you’re resonating with your members, how much your members like your facilities, products and services, and what you’re doing right — as well as how you can improve.

Learn more about Clubessential by visiting [www.clubessential.com](http://www.clubessential.com) or calling (800) 448-1475.

<table>
<thead>
<tr>
<th>Years in Business</th>
<th>Happy clubs served</th>
<th>Members served</th>
<th>Talented team members</th>
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</thead>
<tbody>
<tr>
<td>20</td>
<td>1.3K</td>
<td>2M+</td>
<td>130+</td>
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