

The Next Generation Board Member:

Building Relationships, Governance, and Operational Success with Facts, Data, and Exceptional Member Experiences

Your club looks to you to lead the way. But everything is changing fast – expectations are still high, but what worked yesterday won't work today and your club can't afford to guess what's next. That's why your club needs a suite of connected and data-driven tools to continuously illuminate your current environment and shine a light on the surest path forward. With real insight into member activity, operational efficiency, and actual costs, your club can make smart decisions that enhance the member experience and success of your club.



Now, with Clubessential everything is seamless. Data pulls correctly between modules. This instills confidence that the data is correct – a feeling we didn't have with our prior accounting vendor.

Nicole Hisiro, The Country Club of Orlando



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



Mobile App

- Deliver a personalized member experience from the course to the club
- Empower your members with an app experience focused on their individual preferences and behaviors
- Allow your members to quickly and easily book tee times with those members they regularly golf with, and manage group play
- Track member locations and send push notifications to encourage members to post a score, order food, or book a reservation
- Send push notifications to alert members of important information



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

20 Years in business

1.3K Happy clubs & counting

2M+ Members served

130+ Talented team members

Learn more about Clubessential by visiting www.clubessential.com or calling (800) 448-1475.