

The Next Generation General Manager:

Building Relationships 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 you can't afford to guess what's next. That's why you need 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, you 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 yourself 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?
- Can your members create a buddy list of members they frequently play with so they can add those members to their reservation?
- 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?

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 Financials

- Customized financial statements
- Industry's most powerful report writing tools
- Member spending dashboards

Paycloud

- Payment status reporting for viewing of all failed, successful, and pending payment attempts
- Account update reporting for viewing all updates made to saved bank account and credit card info

Mobile/Classic POS (F&B, Golf, Other)

- Display member preferences at POS
- View member minimums at POS
- Save a member's favorite meal configuration(s)
- End of Shift/Shift History reporting for sales, tax, service charge, and employee tips

Customer Relationship Management

- Holistic views of the members allow for targeted communications and cross-marketing
- Lead reports to identify which lead sources are most effective
- Velocity reports to measure time from first touch to close
- Prospecting pipeline report
- Search and filter functionality of vital member information
- Holistic views of the members allow for targeted communications and cross-marketing
- Beacon hit report to understand who is visiting the club and where they are going
- Reservation reporting to understand engagement and utilization

Website - Public

- Website search engine optimization (SEO) performance
- Integrates with your CRM to generate and manage member recruitment efforts

Website - Private

- Menu item details to evaluate the effectiveness of your navigation structure
- Page view tracking to identify your most utilized online services and info pages
- Browser/Operating system statistics
- Track member profile updates

Membership Analytics Predictor

- Member Analytics Predictor interactive reporting
- Member Analytics Predictor member vs. average profile reporting
- Member Analytics Predictor score over time reporting
- Access to individual member trend analysis and reports on who has fallen below engagement thresholds
- Compare specific members against the engagement behavior of your average member
- Visual snapshot of trends across data sets and detail into score components.

Member Communication (email, text, push notifications)

- Member engagement reports to track member interest and experiences
- Email communication statistics reporting to evaluate the effectiveness of your communication strategy

Events

- Registrant and attendee reports for events

Reservations

- Utilization reports to better understand overall utilization trends of members
- Reservation source report to evaluate the effectiveness of online solutions

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**.