

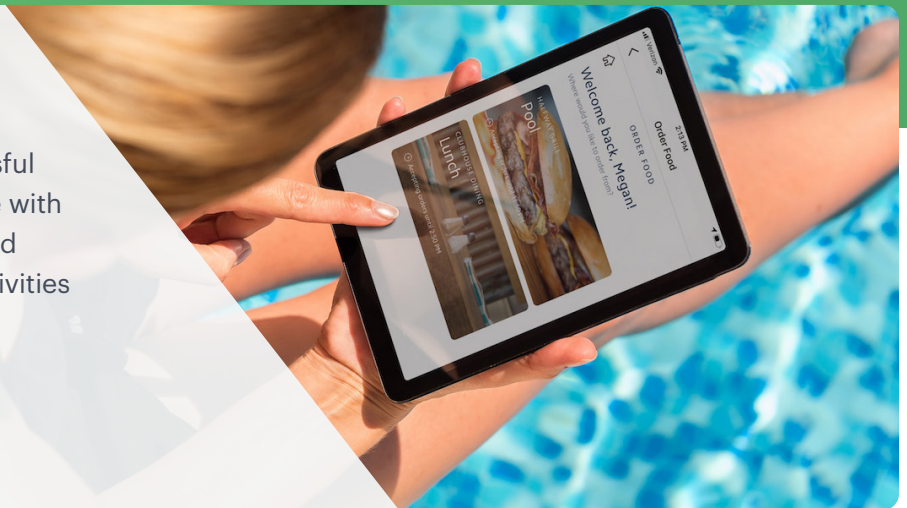
# The Next Generation Membership Director: Improve Your Member Acquisition, Experience, and Retention Game

No one has to tell you that the face of club members are changing rapidly. You're on the frontline and see it firsthand. That doesn't make it easier. Nobody joins a club "just because" anymore. They have specific needs, expectations and they're weighing their options. The good news is that the primary driver for joining clubs is stronger than ever: people crave real relationships. Clubessential enables you to connect with your members to exceed their expectations and to make smart decisions about the strategic direction of your club and future members.



The clubs that want to remain successful in the future and grow have to change with the times. They must be innovators and continue to look out of the box for activities that drive the family experience.

**Graham House**, Cordillera Ranch



## Re-imagine the Membership Engagement Experience

Ask yourself these questions to ensure you have the technology to exceed member expectations with a personal touch.

- Can you easily see and compare engaged or disengaged members at a glance?
- What reporting do you use to measure member experience success?
- Are you tracking member experiences and preferences and then acting on that data?
- Do you understand your most effective marketing strategies?
- Can your members easily view and pay statements, make reservations, and place mobile food orders?
- Can your members format your mobile app around their preferences?
- Can you display member preferences at POS and save a member's favorite meal configurations?
- How do you measure the velocity of prospects through your pipeline?

## Technology That Enables and Enhances a Personalized Experience



### Accounting and POS

- View member preferences and minimums and customize the member experience around those preferences
- Save a member's favorite meal configurations
- Track utilization to better understand overall utilization trends and evaluate how often each member is using the resources at the club
- 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
- Evaluate member interest and experiences and use that data to drive meaningful interactions
- Take specific actions with members in real-time as their engagement trends upwards and downwards
- Make smarter operational and member-focused decisions using a suite of integrated Accounting, Point of Sale, Reservations, and Member Management modules.



### 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
- 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



### CRM

- Develop and deliver targeted communications and cross-marketing
- Identify and evaluate most effective lead sources and strategies
- Measure new member acquisition from first touch to close
- Measure and respond to prospect pipeline reporting



### Website

- Improve performance of your website with search engine optimization (SEO)
- Integrate with your CRM to generate and manage member recruitment efforts
- Evaluate the effectiveness of your communication strategy
- Identify your most utilized online services and info pages
- Track Member profile updates

**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](http://www.clubessential.com) or calling **(800) 448-1475**.