

College Park Athletic Club

“...IT MAX developed an entire club management system for us, complete with a marketing platform for members and guests. It’s already paying for itself in cost savings and new revenue!”



Jeff VanDixhorn
Owner
College Park Athletic Club

At College Park Athletic Club (CPAC), the management team has worked hard to create a unique wellness experience for its members and guests. The club’s premier facilities include nine indoor tennis courts and a fully equipped fitness center, while its broad range of leagues and programs are designed to engage entire families in activities from tennis to taekwondo. As CPAC’s growth accelerated, the management team assembled an internal taskforce to continuously look for ways to improve the club’s processes, reduce overhead costs and provide a more personalized, streamlined experience for its members. After just three brainstorming meetings, the taskforce realized that most of its ideas revolved around enhancing the club’s paper-based payroll, scheduling, member management and communication processes with a computerized system that would save time and tie all the pieces together.

The Search for a Tennis Club Management System

Having researched many solutions and interviewed several vendors, the team at CPAC didn’t like what it saw. There seemed to be two alternatives for tennis clubs looking to modernize their systems: take on one process at a time or buy a generic fitness club management system and try to make it work for a racquet club. The first approach would employ several smaller systems to improve individual activities like member communications, payroll, court management and attendance tracking. Unfortunately, this would result in many disconnected software programs and silos of

information that couldn’t be used well. The second approach would force CPAC to change its processes to fit existing fitness club management systems, which wasn’t an option — especially because such systems lacked a lot of functionality and workflows that a racquet club like CPAC needed.

Seeing the limitations of the two existing options, CPAC turned to IT MAX Group to see if there could be a third one. The team was surprised to hear IT MAX Group’s proposal to build a new system from scratch. They were even more surprised when an internal analysis showed the project would pay for itself in less than two years.

Building the Integrated Platform

After several meetings with CPAC’s management team and some long days shadowing the club’s staff in their daily work, IT MAX Group was off to the races. Its main goal was to build a single platform that would tie backend operations like facilities management, transaction processing and court scheduling with customer-facing processes for member registration, attendance tracking and email marketing. Before, the several applications and databases that CPAC used in the club were completely disconnected and added no value to each other. For example, even though CPAC’s billing system stored member profiles, the management team could not build reports based on these or use cross-sections of its membership base for effective marketing. A well-integrated system would let CPAC staff spend less time on paperwork, hunting for information and transferring information from one application to

PROJECT OVERVIEW

- **Developed a complete club management system that includes payroll, member management, facility management, transaction processing and marketing automation**

BENEFITS

- **Brought in \$100,000 in additional revenue in the first six months with enhanced email marketing capabilities**
- **Dramatically increased staff productivity with paperless club management, detailed reporting and automated member communications**
- **Saved over 1% in transaction processing fees — representing over \$40,000 in annual savings**

the other. It would also expose the club's backend systems to its members through a self-service web interface.

Deploying Key Components

After less than 6 months of development, CPAC could begin a phased transition to the new system. The platform's key functionality included:

- **Court management**, a component that replaced paper matrixes as a way for staff to build and maintain complex court schedules with recurring reservations, lessons, leagues and single sessions.
- **Point of sale (POS) system** that integrated attendance, billing and check-out processes to streamline front desk operations. Now, when a member wants to make a purchase at the pro shop, pay their monthly dues and renew a standing court reservation at the same time, the front desk coordinator need not go to three separate systems for billing and payment.
- **Reporting engine** that lets CPAC build dashboards and reports for anything from accounts receivable to profitability to membership dynamics. With this module, CPAC's management team could at last use the wealth of membership and attendance information it accumulates to make

informed decisions on program management, staffing and marketing.

- **Email marketing platform** that uses the reporting engine to generate highly targeted campaigns to members and guests. IT MAX Group created a variety of customizable templates that could be used to promote the club, its programs and events. CPAC even got an email performance dashboard that lets management gauge marketing performance by tracking message opens, clicks and conversion on CPAC's website.
- **Member website** with member access to features like reservations, class registration, bill payment and event/program information.

Benefits

Within months of deployment, CPAC knew it made the right choice. Its staff spends less time on mundane paperwork and is more dedicated to member service. The management team has real-time visibility into club operations, facility utilization rates, financial performance and the success of its programs. The marketing team finally has a way to attract new members and communicate more efficiently with the existing client base. Best of all, CPAC has a tool that fits the unique needs of a racquet club and is built on an extensible platform that can handle any of its future needs.



www.itmaxgroup.com
 Ph: 1 888 77 ITMAX
 Fax: 1 847 626 9615
 info@itmaxgroup.com

About IT MAX Group

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