



Member Experience Improvement Tool™

Overview & Pricing for Clubs

2023

Country Clubs
Golf / Tennis Clubs
Lifestyle Clubs
Yacht Clubs

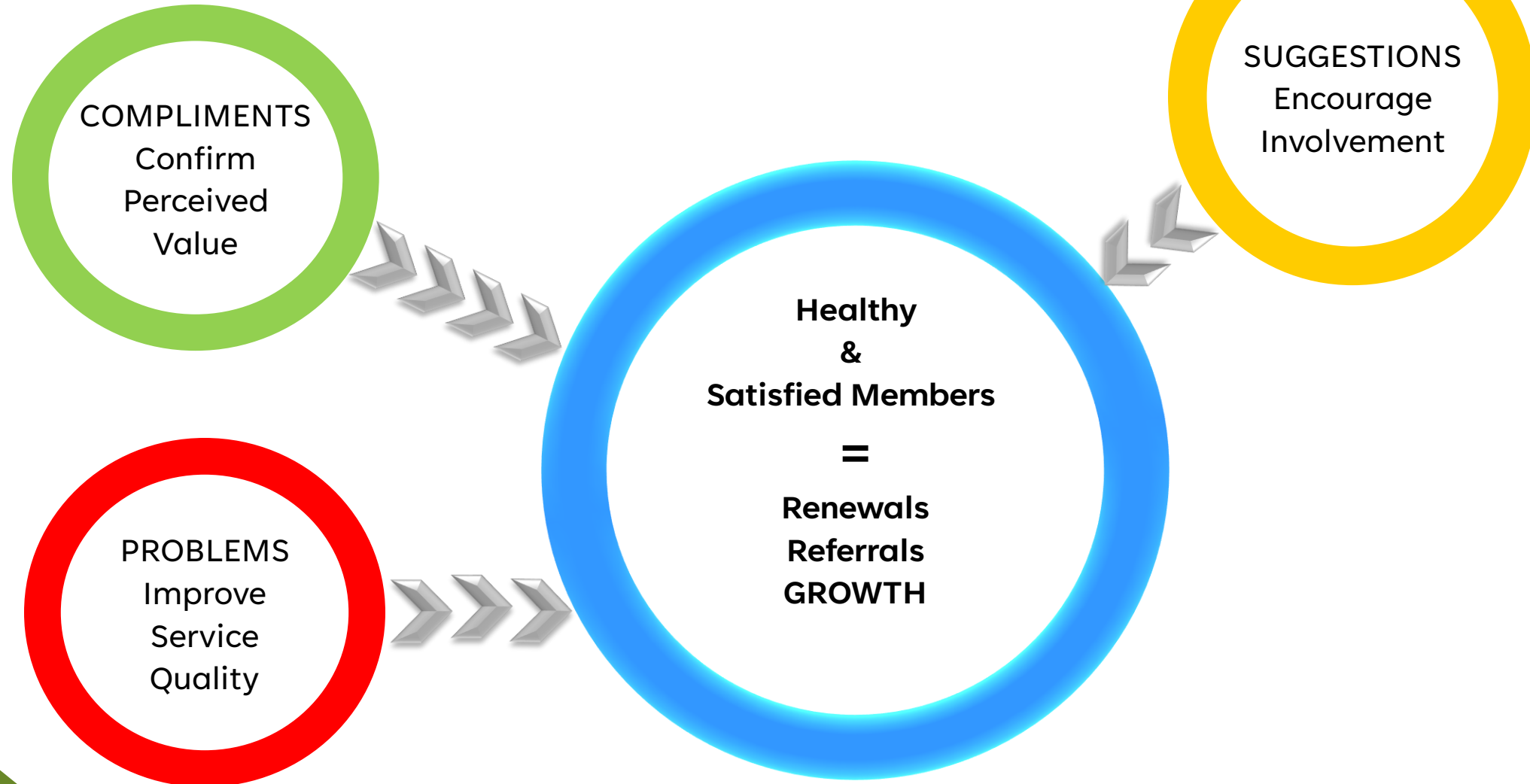
You're Entrusted with...

Building a memorable member experience ... one that builds loyalty, renewals, and referrals for your club and its various programs.



The best way to improve on these aspects of your Club, is to ask current members for their feedback, and then act upon those Compliments, Suggestions, & Problems which arise.

Done Right, Feedback Can Drive Member Satisfaction...which Fuels Renewal, Referrals and Ultimately; Growth



We know Feedback is a Challenge to Collect and Organize

- Members scribble their comments on pieces of paper
- Online Surveys take too long, and ask unneeded questions
- Members report issues, but they never get handed off to the right person for resolution
- Feedback is haphazardly collected
- Surveys don't work well for gathering actionable feedback
- Members use Social Media sites as feedback tools and their issues are for everyone to see

OPEN-LINE Helps You with Member Feedback

OPEN-LINE

- Collects feedback and encourages communication digitally
- Organizes feedback into one system to see all the issues
- Feedback becomes part of the member culture
- Becomes the de facto place for communication to happen for you and your members
- Can help in the containment and damage control by getting members to communicate to you directly through OPEN-LINE versus using Social Media sites

Social Media: The Elephant in the Room...

- Once a negative Post, Tweet, or Picture about your Club is posted on the countless number of social media sites, you and your staff spend time trying to put out the fire.
- It is an open wound that everyone can see, not just your members.
- Social media sites were originally made to facilitate communication between friends & family.

These platforms were never designed for capturing member feedback or for handling customer service functions.

Hence, they're not a viable solution for garnering nor managing member feedback.



Social Media: Options...

- Unfortunately, in this day and age, you have no choice but to monitor these sites and apps. But, to the degree possible, you want to proactively get in front of your members.
- OPEN-LINE channels members' Compliments, Suggestions, and Problems to you in a way that lets you take full advantage of their feedback's transformative power.

If you manage it well, fewer negative and more positive comments will surface on social media ... and you'll be back in control ...



Social Media (Unreal) Expectations...

"40% of respondents expect a response time within hours of leaving a complaint."

"Over one million people view tweets about customer service every week.
Roughly 80 percent of those tweets are negative."

Clubs Preeminent Feedback Platform, OPEN-LINE

- OPEN-LINE was specifically designed as an intuitive, easy to use, on-line feedback tool for you and your members
- It pro-actively gathers and stores member feedback digitally
- Allows your members to register Compliments, Suggestions, and Problems directly to you and automatically notifies you when feedback is received.
- Establishes a feedback-loop with your members so their issues are never forgotten or misplaced.
- Based on a patented concept,¹ OPEN-LINE uses simple yet sophisticated behavioral theories to monitor and improve the experiences your members have with your Club.

¹ US Patent 7698162

Sent to Your Members: Check-in Email

From: Your Club
To: member@acme.com
Cc:
Subject: A Check-in from Your Club

Dear {first name},


Hello from all of us at the Your Club!

We want to make sure you had --and continue to have -- a great experience with our facility, programs, and member services.

Is everything to your satisfaction?

Please click on an icon below to let us know about what we're doing right (Compliment), what you wish was different or have a question (Suggestion), or if you have a concern (Problem). Your feedback is valuable and contributes to the betterment of your club.



 I have a [Compliment](#).

 I have a [Suggestion or a Question](#).

 I have a [Problem or an Issue](#).

[Opt-Out](#) | [Privacy Policy](#) | [US Patent 7898162](#) | [OPEN-LINE Software](#)

If you do not click on any of these icons, we will assume all is well at this time.

We appreciate you being a member.

All the best,

Your Club

We use these email check-ins as a communication tool between yourself and us. However, you may decline to participate by clicking on the Opt-Out link above.

The process starts when OPEN-LINE sends a pre-scheduled email check-in to your members.

They simply click the appropriate icon to give their feedback or communicate their experience to you.

After a Check-in Icon is Clicked, the Ticket Entry Page Displays

Your Logo Here

Piper Lewis

piper.lewis@openline.ibrc.com
888.353.0918

Categorize Your Experience

▶ Your Experience With:

▶ About That Experience:

Tell Us Your Experience

[Opt-Out](#) | [Update Your Information](#) | [Privacy Policy](#) | [US Patent 7698162](#) | Powered by IBRC, Inc.

Dining - Casual or Bar
Dining - Fine
Dining - Poolside
Equipment
Golf - Course
Golf - Instruction
Golf - Pro Shop
Facilities
Fitness Classes
Locker Rooms
Membership
Overall
Pool Area
Special Events
Tennis / Pickleball
Other

Atmosphere
Billing
Cleanliness
Quality
Safety
Schedule
Staff
Other



Members choose a category and then type in their feedback.

After the Submit Button is Clicked, the Thank-you Page Displays

Your Logo Here  

Thank you very much for taking the time to share your feedback with us!

You will be receiving an email confirmation shortly.

 Thank you for your suggestion and feedback!
You will be receiving an email confirmation shortly.


 Thank you for taking the time to express your concerns.
You will be receiving an email confirmation shortly and we will begin working on this issue.

Members receive a “thank you” and OPEN-LINE sends them a confirmation email.

The entire process takes less than a minute.

View All of the Tickets on One Page

Your Logo Here



[Welcome Club Director \(clubdirector\)](#) | [Help & Information](#) | [Logout](#)

Tickets
Accounts
Customers
Reports
Preferences
Support
Tracking

Ticket Summary View

Show / Hide Advanced Search Options


Click the Ticket ID number to view detail or update

Type	Ticket ID	Created ▲	Status	Your Experience With	About That Experience	Member Name	Issue Text	Problem Solver
●	211144	5-19-23 12:50 PM	New	Overall	Atmosphere	Seb Vettel	To all of our Club Family: From the phones to the kitchen, golf course and everywhere in between, we see and feel how hard you work to make our club so beautiful, warm and welcoming. Your pride in what you do and professionalism certainly shows. We would simply like to say "Thank You", we are proud of all of you and our club! Danke Seb	Membership Director
●	211143	5-19-23 12:48 PM	Escalated	Facilities	Quality	Jaime Woodhouse	Few fixes for the Gym / Locker room... Fan above bikes right side is not working TV on right side not working Shower curtain in ladies bathroom is on the floor	Membership Director
●	211142	5-19-23 12:46 PM	Acknowledged	Dining - 19th Hole Bistro	Atmosphere	Daniel Ricciardo	The staff is awesome and continues to be. I'd love to see more options with the menu. It's tired and the specials seem to just repeat. As for atmosphere, I'd love to see outside entertainment be a part of the 19th hole. Live music on Fridays, etc. Perhaps in the pool area. Simply more activities to drive involvement that differ from week to week. Thanks Daniel	Membership Director
●	211141	5-19-23 12:44 PM	New	Special Events	Quality	Adrian Newey	The wine tasting that my wife & I attended last week was lovely!	Membership Director
●	211139	5-19-23 12:41 PM	New	Dining - 19th Hole Bistro	Atmosphere	Kelly Klein	Our last visit was to the 19th hole for wine and an appetizer. The service was excellent and we enjoyed our wine and food.	Membership Director
●	211138	5-19-23 12:40 PM	Acknowledged	Dining - Poolside Cafe	Staff	Charles Leclerc	MacKinsey is efficient, cheerful and makes me feel like she is glad to see me. Does her job well and makes the club a friendly place. Greets members by name!	Membership Director
●	211135	5-19-23 12:36 PM	In Progress	Tennis / Pickleball	Other	Kyla Smith-Watson	Ball machine on... been broken for a few weeks. The height control not stable, ball goes wildly up and down. When... Thanks, KSW	Membership Director
●	211133	5-19-23 12:28 PM	New	Special Events	Quality	Piper Lewis	Good things! & 1 Suggest... fun atmosphere, informative, ... is always so pleasant and ... other options for Zinfan...	Membership Director
●	211131	5-19-23 12:26 PM	New	Golf Instruction	Staff	Fred Myers	Doug is a tremendous... Fred	Membership Director

The console lets you view all of your members' feedback. It comes in and is handled by you or by whomever you designate.

View Individual Tickets for Status Updates & Responses

Your Logo Here


Welcome Club Director (clubdirector) | Help & Information | Logout

Tickets | Accounts | Customers | Reports | Preferences | Support | Tracking

Ticket Update | History | Memo Resolution

Name	Email	Phone	Company	Ticket #	Ticket Type	Created Date
Kyla Smith-Watson	kyla@ksw.org	888.353.0918		211135	Problem	05-19-2023 12:36 PM

Status:

Due Date:

Assigned To:

Notify Console User of Ticket Assignment:

Show/Hide Drop Down Categories:

Enter Update Text:

Dear Ms. Smith-Watson,

Thank you for bringing this to our attention. I have reached out to Nancy (our Tennis Pro) and she is investigating why the ball machine is not working and the unstable nature of it.

As soon as I have her answer, I will communicate it back to you.

Sincerely,

Email this Update to the Ticket Submitter Exclude Original Ticket Text

Most Recent Customer Text

Ball machine on court 3 has been broken for a few weeks. The height control not stable, ball goes wildly up and down. When will it be fixed? Thanks, KSW	Entered Date: 05-19-2023 12:36 PM
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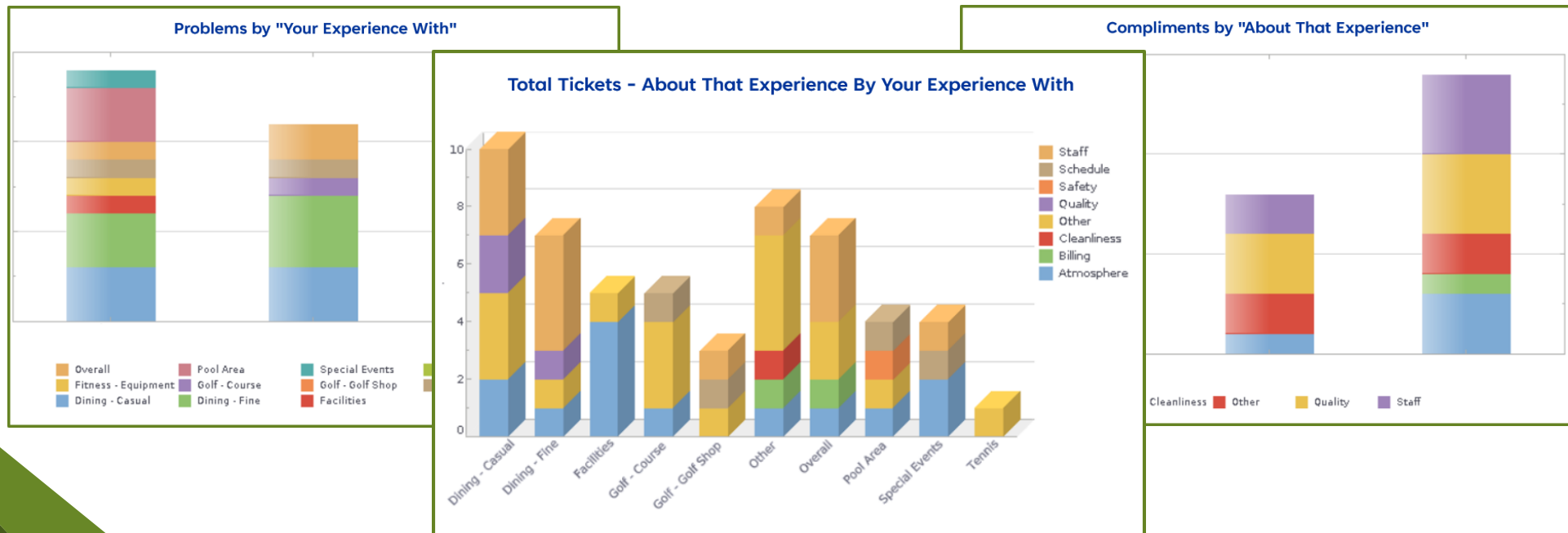
Ticket History Listed Below

The console provides access to the details of each ticket, tracking the status, staff updates, and communication to your members.

Analytics: Real-Time Reports at Your Fingertips

OPEN-LINE reporting allows you to step-back, review and drill-down into your members' experience.

- A report library of 20 on-line reports
 - Featuring drill-down functionality
- Create and run your own Ad Hoc reports
- Export reports to share with staff and board members



Check our references

Ironwood Country Club
Josh Tanner, CCM, CCE
General Manager / CEO

- Residence
- Membership
- Golf & Tennis
- Food and Beverage

Crane Creek Country Club
Ben Hay
General Manager / COO

- Residence
- Membership
- Golf & Tennis
- Food and Beverage

The Club at Olde Stone
Chris Kennedy, CCM
General Manager / COO

- Residence
- Membership
- Golf & Tennis
- Food and Beverage

Sierra View Country Club
John Welch
General Manager

- Membership
- Golf & Tennis
- Food and Beverage

Del Rio Country Club
Duncan Reno, CCM, CCE
General Manager / COO

- Membership
- Golf & Tennis
- Food and Beverage

**OPEN-LINE**

Member Experience Improvement Tool™



OPEN-LINE Fits Into Your Budget!

Although it is patented, incorporates leading-edge technologies, is customizable to your Club's requirements, and represents significant value...

OPEN-LINE is refreshingly affordable.

Priced on an annual subscription basis. The costs are based on the number of member email addresses for your Club.

Simple Pricing for a Simple Product

Member Emails	Console Users	Monthly Pricing (billed annually)	Annual Pricing
Up to 500	3	\$224 x 12 = \$2,688	\$2,464 *
Up to 1000	4	\$339 x 12 = \$4,068	\$3,729 *
Up to 1500	5	\$454 x 12 = \$5,448	\$4,994 *
Up to 2000	6	\$569 x 12 = \$6,828	\$6,259 *
Up to 5000	10	\$684 x 12 = \$8,208	\$7,524 *

* Pay the annual subscription in a single transaction and get 1 month free.

OPEN-LINE Subscription Includes:

- 60 Day Free Trial
- Customized Set-up for Your Club
- Live Online Console User Training
- World-Class Technical and Customer Support (based in California)

Your OPEN-LINE Contact

Call or email us to discuss your Club's particular needs and how OPEN-LINE can help you build stronger relationships with your members.

OPEN-LINE Sales

sales@openlinesoftware.com

888.353.0918 ext. 703

Visit us at www.openlinesoftware.com

