

# ClubPro

Experience the future of Golf Club Management

- Module by Module -

thrive tech

## WHAT IS IT? WHAT DO WE MEAN?

- Club Management hasn't seen a revolution in the last 15 years
- ClubPro is not a software – its an experience as a service!
- Based on the cloud – use anywhere, anytime – no dependency!
- ClubPro promotes what no one else does – module-based usage
- Device & location independence – use on anything, anywhere, anytime!
- Independent modules – connected intelligently to seamlessly exchange data
- Data Analytics and decision assistance – get real-time data in 1 screen.
- All driven by 1 key – The simple QR code.

## WHY & HOW TO USE IT?

Ease-of-use is a top priority – be it adoption by a club or usage of a feature.

- Have an existing 5\* Club management system? Hate using any ONE of its features? Start using ClubPro with that module. Just the ONE.
- Love the way it functions? Work your way upwards and add modules on demand – whenever you like.
- Pay one fixed monthly system rental and variable module rental as per usage.
- Works off the internet – Works on any device – Tablet, laptop, desktop, smartphone – anything. Create users with rights or add to any group.
- Mobile apps for customers – on demand data generation – swift integration with websites – global golf bookings for users and much more
- Free updates for LIFE

# THE MODULES

Core functions | Key processes

- TeeTime Booking & Management
- Front Desk & Registration
- Member Management
- Course Management
- Smart Caddy Manager
- Billing & Taxation
- Food & Beverages with Café POS
- ProShop POS
- Discounts & Promotions
- Rewards & Loyalty
- Mobile Apps and Website
- Cart Fleet & Walker Management
- Daily Scoring & Analytics
- GolfGenius Tournaments
- Staff Management
- Reporting & Analytics
- StayPrime Enabled Onboarding
- GolfGreedy Global Golf Booking
- Golf facility booking and management

# THE QR CODE

ClubPro is driven by the QR code – a simple, easy to use and cheap alternative to uniquely identifying customers without wasting money and time on expensive hardware



SUNNINGDALE GOLF CLUB

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- Each golfer will have a QR code – generated when the golfer first interacts with the club – walk-in / mobile app / website. Consider this as the “registration” of the customer – once and for all.
- Scanned by a QR code reading application – comes inbuilt with the ClubPro system – no extra hardware needed.
- Easy to scan, Inexpensive to maintain. Lost? Print again. Attach it to the car keys to never forget. Keep it in the smartphone – works the same.
- Scan the QR code for everything done at the club – book a teetime, buy a sleeve of balls, order a sandwich or rent a kit – all the same, with a simple scan.

# CORE GOLFING MODULES

Modules which are self explanatory – will have feature lists

Unique modules will have a description

# COURSE & TEE TIMES

## COURSE MANAGEMENT

- Holes details configuration
- Multi course setup with details
- Start course / course playing combos
- Session creation & slot timings config
- Club details and images
- Facilities selection with details
- Course administration and staff contacts
- News and updates for golfers

## TEETIME MANAGEMENT

- Session/Date/Time based inventory & price management
- User category-based prices – separate for members/non-members/guests
- On-spot booking panel
- Slot blocking and tournament signs
- Advance booking and cancellations
- Group bookings / four ball bookings
- Cart/Caddy/Equipment combos

# BILLING & DISCOUNTS

## BILLING & TAXATION

- Multiple taxes can be added with options to levy on each item or the total
- Bills generated for each sale is shared with the customer as well as the administrator
- Multiple legal and financial details can be added to be shown on the bills
- Separate counters for each tax category show total collection
- Day end, week end, month end total sales can be seen with ease
- Transactions are marked online, on-spot, complimentary, cancelled etc.

## DISCOUNTS AND PROMOTIONS

- Discount coupons can be generated and stored in the system
- Each coupon can be single/multiple times within an unlimited/limited period
- Campaigns can be created with flat discounts based on percentage of transaction OR flat amount discounts
- Campaigns can be limited to a single user or even group of users
- All campaigns can be tracked for utilization from the campaign tracker



# FRONT DESK & MEMBERS

## FRONT DESK MANAGEMENT

Experience automated golfer registrations, bookings and payments with the “Smart” front desk module.

Each Golfer is armed with a QR code unique to them which they can use during each visit to the club. Simply show the QR code to any of the tablet devices at the reception and wait for the system to do the rest. The code is generated when the golfer comes first time.

Golfers can find booked teetimes, book new slots, add carts/caddies and pay fees all by using a QR code.

The same QR code is used in all operations across the club – F&B, ProShop etc.

## MEMBER MANAGEMENT

- User category and sub-categories
- Access rights and pricing basis category
- Detailed user profile creation
- Login restrictions for security & Member verification at login
- Club payments sent to member accounts with penalty applications
- Full activity tracking with period-based account summary
- Primary & dependent member categorization
- Member-for-Member booking with split payments

# SCORING, STAFF & FACILITIES

## DAILY SCORING

- Golfers can enter and manage scorecards from the mobile apps or website extensions
- All scorecards are saved in the backend panel and can be viewed by the scorecard checked for validation.
- Scorecard details are controlled from the course management module
- Scorecards saved for any date and by any golfer can be easily extracted

## STAFF MANAGEMENT

- Create categories and sub-categories for employees with various access rights to single/multiple modules
- Access groups can be created and employees and can be added to groups for ease of use
- Add/Remove employees with a detailed profile saving option
- Track changes done by each employee from the Employee Activity Tracker

## FACILITY BOOKING

- Additional or in-direct golf facilities like driving range, SPA, Swimming pools, meetings rooms and club fitting rooms can be configured from the backend and booked by golfers
- Golf facilities rentals can also be configured and activated from the panel. Like – equipment, shoes, golf dress, golf carts, caddies and ball markers.
- Slots can be generated, blocked and booked on-spot as well.

# ADVANCED GOLFING MODULES

These modules help improve efficiency immensely

Using the best available solutions in the market, seamlessly integrated

# REWARDS, ANALYTICS & WEBSITES

## REWARDS & LOYALTY

- Multiple rewards campaigns can be created targeting users and promoting activities.
- Each activity of a user in a system can be attached to points on the QR card based central account.
- Points can be redeemed for payments or purchases
- Conversion for points to cash can be set for each campaign
- Option to integrate with the GolfLan Rewards Platform

## REPORTS & ANALYTICS

- Single dashboard to extract data from all modules of the system.
- Various filters available to limit data for effective decision making and scrutiny
- Automate pre-set report generation and receiving over emails
- Multi –module reports and customized reports can be generated by using the advanced stage addons of this module

## APPS & WEBSITES

- Web based Administration panel available for the golf club management
- Android and iOS apps available for the golfers to manage their accounts, book slots and check latest updates on the course
- Website extensions available to link with the official club website and enable tee-time bookings, cancellations, golfer account management etc.
- Compatible with all the latest operating systems and browsers

# F&B AND PROSHOP

## F&B MANAGER

Smart devices on tables with detailed digital menus and click-click ordering like the modern trend.

The system has a POS frontend, an order receiving backend and feedback & ratings form as well.

Customers can choose from the menu available on the device and place their order by scanning their QR code which adds the order total to their central account. Menu categories and dishes can be easily created and maintained.

Orders can be delivered with an estimate timer available on the device on the table.

The club staff can manage all aspects of the menu, pricing, promotions and discounts from the administration module

## PROSHOP MANAGER

Like the F&B manager – the ProShop manager has a POS frontend and an administration backend

The inventory and product listings can easily be controlled from the backend

While the frontend can be used to simple “touch screen” addition of items by customers. This replicates the e-commerce phenomena where people can easily scroll through the whole catalogue and order multiple things in ease.

There can be multiple devices running the customer POS across the ProShop and people can place orders using the QR code.

Orders placed can be easily collected from the counter in the end and all bills are added to the central account of the customer.

# SMART CADDY & CART FLEET

## SMART CADDY MANAGER

Automatically assign and monitor rounds of a caddy on a daily basis.

With a direct link to the Front Desk module, the caddy manager allocates the next available caddy in queue to the incoming golfer and keeps a track of equal chances of play to all caddies.

Fix a large TV in the caddy hut or give a tablet to the caddy master to inform calls to caddies with details of the bag and golfer.

Also allows golfers to choose a caddy by pre-booking atleast 1 day in advance.

## CART & WALKER MANAGEMENT

If your club uses StayPrime's Elite Pro+ cart fleet management OR TeeWalker walker management solutions – the front desk can automatically allot carts or handheld devices using this module.

While at the front desk, the golfer can opt to have a cart or walker device and the number can be assigned.

Carts can be locked down to the staging area, unlocked only when the golfer scans the QR code. Similar with the walker device.

F&B orders placed from the carts/walkers can be paid by the QR code and received in the central account.

Scorecards can be automatically saved in the system

# MARKET LEADING INTEGRATIONS

## STAYPRIME

While StayPrime has market leading cart fleet and walker management solutions – it also has a mobile app that enables golf courses to leverage the platform and enable incoming golfers experience the best of GOLF GPS.

Also includes Oncourse F&B, PaceOfPlay, to-the-pin yardages, 3D flyovers and much more

Golf course agrees to be “StayPrime Powered” and every golfer can access the course imagery and yardages on the StayPrime platform for gameplay.

## GOLFGENIUS

The best Golf tournament management system in the market. With over 400 scoring formats and unlimited events hosted in a single license – GolfGenius is used in every USGA golf course in the USA and affiliated courses in multiple other countries.

100% online and seamlessly integrated with Clubpro and StayPrime – GofGenius takes the “effort” of tournaments and makes them fun to host as well.

Digital results and online publications make it even better.

## GOLFGREEDY

Tap into the network of 4400+ global golf courses on GolfGreedy and enable your golfers to book golf anywhere in the world from the convenience of their own home course

Seamlessly integrated into the mobile app of the golf course, golfers can easily choose the country traveling to view and book the available courses

Offering special rates to golf courses joining on an exchange program – their golfers play abroad and GolfGreedy’s customers play on their course.

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