

Founded in 1922, The Kittansett Club is one of the nation's most prestigious member-only golf clubs and consistently ranked in Golf Digest's top 100 courses.

The club installed the full suite of club management applications for POS, tee times and accounting in 2008.

When deciding on a system for the future at Kittansett Country Club, General Manager Jerry Garcia wanted to make sure that the system would accommodate the needs of the staff, and also benefit the members who are active users of the club. In ClubSoft, he saw the proper tool to address both needs. "ClubSoft is the only provider offering "real time" integration between POS/Accounting and the web. Members can now eat lunch, play golf, go home and see their tickets online in real time. Their minimums are up-to-date as well as their credit book in the golf shop," Garcia explained.

"ClubSoft has become our communications link to our members," Garcia commented. "The integrated messaging tool allows us to target emails to segments

of members by any demographic such as spending habits, birthdays, areas of interest, etc. Now I go into my club management system when I want to send an email. After I send the message, I can now look in my club management system to see what I sent, when I sent it, and when the member read it. When I pull up a member in ClubSoft, I have a log of my member communications right next to my log of member AR Activity."



"The ClubSoft website is the logical extension of our club management system, just as POS systems were the logical extension of the club management system of the past"



"Members appreciate the 24-7 service we are able to provide them through the ClubSoft Internet features, and are starting to use the product as much as some staff.

I intend to see that ClubSoft continues to grow this aspect of their product line to allow our members to be aware and use our "This is the integration of the future, where my web site and communication tools are built right into my club management application. The ClubSoft website is the logical extension of our club management system, just as POS systems were the logical extension of the club management system of the past," Garcia concluded.