

Established in 1924, Victoria Country Club currently serves over 400 members.

Chris Stewart, General Manager, knew that if he was going to maximize revenue, keep labor costs in line, make timely and accurate decisions and most importantly manage member service expectations, he needed more than the typical batch based, club accounting and point-of-sale system: "I basically was working with a bunch of different products that weren't talking to each other.

Although they were provided by one vendor, the system was disjointed and I just wasn't satisfied with support and response to my issues when I called for help. The so called best of breed approach wasn't cutting it for us."

Measuring real time performance was crucial to Victoria Country Club, and ClubSoft's dashboard indicators provided real time monitoring of key departments. Even more powerful is the ability to filter and drill down to the details of the transactions:

"We were restructuring our wine list and discontinuing some good bottles. We used the ClubSoft member marketing component to identify key wine drinkers and e-mail that we had some great wine values and to come in for a taste. Literally, two days later a number of members came in and were sampling the wine.



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I made some recommendations and left for the evening. The next morning I quickly produced a report from ClubSoft which showed me the specific members, wines and amounts purchased.

Two members alone bought over \$800 of wine from a simple ClubSoft e-mail campaign. Now that is a tangible Return on Investment!"

Implementing ClubSoft is faster and easier than the systems most clubs now have in place. "The transition to ClubSoft was also much easier than I thought it would be. We had some typical bumps in the road but nothing that interfered with my members' enjoyment of the club. Had I known it was this easy to convert to a fully integrated system including my web-site, I would have done it much sooner."

"Probably the most important aspect of working with ClubSoft is the true partnership we have with them. I just didn't feel my former vendor was responsive to the challenges we were facing in using their product. With ClubSoft they not only listen, they make suggestions on how I might use the system to its fullest and they welcome input on improving their products and are quick to introduce those enhancements. I know when I pick up the phone to call them I will get a response from someone who cares about my business."