

Golf Club Redefines Member Experience Virtually

Mobile-first member club experience featuring a white-label, customized member engagement app.

Modernize Your Member Journey

The Client

A premium golf and social club brand with multiple venues and a luxury exclusivity heritage. Famous for its well-curated experiences, luxury member services, and luxury facilities, the club has a high-net-worth membership base. Though on-premise member experience was well defined and customized, online member experience was siloed and obsolete.






The Challenge

Despite its standing and products, there had been pressure on the club to refresh its member experience. Key concerns were:

- **Disconnected Communication Channels** - The member updates were communicated via emails, WhatsApp groups, paper notices, and personal telephone calls, resulting in erratic messaging and information omissions.
 - **Manual Bookings and Inquiries** - Tee time and event booking and RSVPs were handled on a manual basis through telephone or on reception desks, with delay, overlap, and limited visibility into availability.
 - **Absence of Member Behavior Insights** - There was no way to track member preferences, activity history, or activity trends, and personalization was all but impossible.
 - **No Tiered Digital Experience** - The club possessed tiered benefits but lacked a solitary site on which to separate and govern those benefits online.
 - **Scalability Challenges** - Inducting new members and soliciting feedback was haphazard and sluggish, and there was no organized method of scaling as membership increased.
- **Scattered communication led to missed updates**
 - **Manual bookings caused delays and overlaps**
 - **No data on member preferences or behavior**
 - **No digital structure for tiered benefits**
 - **Onboarding and feedback lacked scalability**

The Solution

The club and its leadership collaborated with Damco to implement a white-labeled, mobile-first digital engagement solution that could enhance member experience and internal productivity:

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|  Custom-Branded Member App | <ul style="list-style-type: none">• Mobile-driven application that captures the club's brand personality and provides its members with a single digital portal to everything.• Membership-privilege-based tier-specific dashboards were developed to allow for customized access. |
|  Integrated Booking Engine | <ul style="list-style-type: none">• Tee time and event sign-ups became digital and automatic as a self-serve through the app, taking out manual booking or phone calls.• Members could view real-time availability of slots, manage their own bookings, and receive immediate confirmation. |
|  Loyalty and Experience Management | <ul style="list-style-type: none">• The Damco Digital Experience Suite was implemented to monitor consumer behavior and reinforce loyalty through rewarding milestone benefits and offers.• The system enabled dynamic tier progression and behavior-based engagement journeys. |
|  Real-Time Engagement & Feedback | <ul style="list-style-type: none">• The in-app messaging, push notification, and form feedback functionalities enabled member interaction to be on time, direct, and two-way.• The club was capable of measuring satisfaction in real time and taking immediate action on complaints or demands. |
|  Cloud-Native Infrastructure & Analytics | <ul style="list-style-type: none">• Based on AWS, the back-end infrastructure allowed for scale, security, and availability.• Admin consoles provided usage information, behavioral data, and campaign outcomes to marketing and operations personnel of their club. |

The Benefits

The digital revolution produced clear operating and experience advantages for members and the club:

- **Growth of 60% in member activity and attendance** in events during first quarter
- **75% fewer manual processes**, especially when it comes to communications and bookings
- **Enhanced member satisfaction** rates, driven by on-time capture and response to feedback
- There were **data-driven and targeted marketing** efforts, better take-up on offers
- **Onboarding new members was 2x quicker**, as paperwork and phone calls were eliminated by workflows



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☎ +1 609 632 0350

✉ info@damcogroup.com

🌐 <https://www.damcogroup.com/>

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