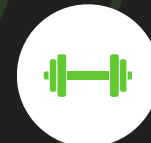


CASE STUDY



Third time's a charm, with the **club** management platform that **actually delivers**

HOLLOW ROCK RACQUET AND SWIM CLUB



When you're running a

BUSY RACQUET AND SWIM CLUB

with multiple areas requiring reservations and thousands of member payments to manage...

...you need club management software that can deliver on multiple fronts and adapt with your changing needs.

That's the position **Hollow Rock Racquet and Swim Club** found themselves in. Based in Durham, NC, Hollow Rock has been member-owned since its foundation over 50 years ago.



It now boasts **over 22 courts, an 8-lane swim pool, a seasonal recreational pool, a fitness center and over 2000 members.** →



THE CHALLENGE

Finding **flexible club management software** that could **live up to its promises**

There's no doubt that Hollow Rock needed **club management software to operate efficiently**. Scheduling court and swim time was paramount, but so too was a tool that could effectively manage all aspects of memberships, payments and instructor payroll.

Kateri Hoekstra, accounts manager at the club since 2014, has onboarded and worked with several platforms that **hadn't lived up to expectations**.



“The previous software we used over promised and under delivered. On paper they sounded great, but we experienced poor customer service, customization options that never materialized, and prices that just kept going up”



BUT IN 2020, A HOLLOW ROCK ASSOCIATE DIRECTOR CAME ACROSS A NEW PLATFORM TO TRY, ONE THE TEAM BELIEVED THEY COULD RELY ON. →



THE SOLUTION

A simple, user friendly, **all-in-one** court reservation and **club management platform**

CourtReserve promised to do what Hollow Rock's existing platform was doing – and more – at a **much more cost-effective price**.

It was the simple, user-friendly interface that first drew the club's attention, alongside the ability to easily customize features and options.

“The customization features of CourtReserve were big. It was a huge deal that we could do it ourselves. And what we couldn't do, we found we could get great support.”

That **dedicated customer support** would become a stand out feature for Kateri and her team.

After some simple training with the CourtReserve team to get started, Kateri quickly jumped into the set up and onboarding, and found it all **“nice and straight-forward.”**

Being 2020, the platform was immediately customized and put to great use managing bookings and admissions to the fitness center and swimming pool as COVID restrictions took hold.

Since then, the software has been used to its full extent across all club operations, from court scheduling, court analysis, footfall tracking and ball machine usage, to membership management, POS inventory set-up, sales and revenue reporting, and much more.

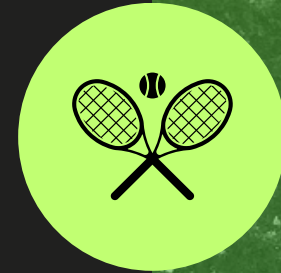
For securing revenue from members, **“the payment processing is seamless”**, which includes generating invoices, batch billings, and running credit cards.

With great tracking of the hours professionals spend on court and the lessons or sessions run by instructors, CourtReserve makes it easy to pay out what's owed too.

THE RESULTS

The **perfect mix** of **functionality, customization** and **outstanding customer service**

*“We use the Court Scheduler to its maximum,” says Kateri, “for every aspect of our club, including our exclusive Sky Deck bar area. And the tracking and reporting tools give me **everything I need, without any problems.**”*





When Kateri needed help with a report, customer support was available right away.

“The customer service from CourtReserve is always awesome. Even after 3 years, they’re still answering emails about my requests in a very, very timely manner.”

With promises kept, customization delivered and the benefits clear, third time’s a charm for Hollow Rock with CourtReserve as their preferred club management platform.

“It’s our third software system, we know exactly what others are like, and we’re really happy with CourtReserve.”

We’ll leave the last words to Kateri.

“The scheduler feature alone is great and the members portal is fantastic. I really like the product, it makes my job easier, it makes our tennis director’s job easier – it’s great, and absolutely perfect for small to medium sized tennis-focused clubs.”

That’s the functionality you would expect from any club management software, but what sets CourtReserve apart – and the key reason why Hollow Rock are so pleased with their choice – **is customer service.**

When Hollow Rock needed a POS system, the CourtReserve team created it immediately.





Elevate your club above the rest.

Schedule your complimentary CourtReserve overview call. Exclusively tailored for Club Owners and Facility Managers to hear more about our platform.

BOOK A CALL

www.courtreserve.com



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