

**BILL BOOTHE**

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An App That Works for Your Club?

Editor's note: The Boothe Group designed and conducted this survey in February with mobile app providers to the private club industry. The results and costs for this emerging technology are detailed in the information below.

Mobile apps - what's available to private clubs? And what can they do for you?

Our survey conducted in February 2017, tells us there's a wide range of applications...something that's to be expected with a software solution so new to the private club industry.

Most of the apps included in the survey have been in existence for less than three years. And the app developers are working overtime to add features and functionality. Many of the 'no' answers in this survey will be a 'yes' in a short span of time. This is a fast-moving technology arena and we will see major advancements over the next 12-18 months.

There is wide variation between the vendors on the **usability** of each feature offered. The same feature can appear very differently on different apps, and may offer minimal, average or very robust capabilities. Plus, the overall **user experience** of each app varies.

Some are extremely engaging and refined in their design, while others are less so. This all leads us to an important recommendation: If you are evaluating mobile apps for your club, **arrange for a thorough demonstration of each app under consideration**, to assure that you have a clear understanding of the depth and breadth of the features offered, as well as the overall user experience.

Two types of apps are included in the survey results. The first includes *apps provided by club management software companies*. In most cases these apps require the use of the vendor's website and/or club management product to make the app functional.

Certain app features may be dependent upon the website to function properly. For example, reservations features (dining, events, tee times, etc.) may simply consist of links to the mobilized website solution from the vendor. Other features such as member account management, bill pay and access to the club's calendar of events may also consist of website links.

These features would be accessed through a single sign-on design so that the member would have no need to authenticate again to access them. In particular, features such as POS integration would most certainly require the use of the club management product.

The second type are apps provided by *independent third party software companies*. While these apps are separate from any club management software solution, they can offer links to those products, which allow for data to be passed back and forth.

In particular, reservations features (dining, events, tee times, courts) can be accessible on these apps through the use of a single-sign on link to the club management software solution.

However, such a link would need to be authorized and supported by the club management vendor. (For example, we have indicated an 'N' answer for reservations features if the app provider does not offer their own app res feature. However, using the links, those 'N' answers could become 'Y' answers.)

2017 Private Club Mobile App Survey

The pricing presented by the vendors is effective February 2017 and is subject to change.

1. Buz Software: does not offer a mobile app, but does offer a mobile website. The cost of the mobile website is included in the club management solution from Buz.

2. Clubessential: \$4,500 up-front cost includes branded custom app and training; \$550 monthly cost; 5 beacon devices are included in this pricing.

3. Clubster/ClubTec: Less than 300 members = \$250 up-front cost includes a branded custom app and training and \$795 annual fee; 300-1,000 members = \$300 up-front cost and \$995 annual fee; Over 1,000 members = \$300 up-front cost and \$1,295 annual fee. These costs cover the Clubster solution and the app.

4. CourseDriver: No up-front cost for a branded custom app and training; \$399 per month with a 24-month commitment; \$50 for each beacon device.

5. Dove Valley Golf: Up-front cost starts at \$495 for a branded custom app and training; clubs choose the features they want which dictates pricing; \$1,600 annual cost. Beacons are not supported.

6. Expert Club Software: Declined to provide pricing information.

7. ForeTees: \$900 up-front cost includes a branded app and training; \$100 monthly cost for base features; Beacons have a \$200 set-up fee and a \$75 monthly fee; Beacons are \$50 each to purchase the equipment; Food Ordering/Take-Out has a \$200 set-up fee and a \$75 monthly fee.

8. EZLinks/IBS: Up-front cost starts at \$495 for a branded custom app and training; clubs choose the features they want which dictates pricing; \$1,600 annual cost. Beacons are purchased separately - no pricing provided.

9. Jonas Club Software: Up-front cost for club using Jonas mobilized website is \$2,000 plus an annual fee of \$1,300; Up-front cost for club not using Jonas mobilized website is \$2,750 plus an annual fee of \$1,900 (provides the club with the mobile site and the app).

10. MembersFirst: Up-front cost of \$1,800 for a branded site and implementation; annual cost of \$1,400 for maintenance and support.

11. myClubapp: Up-front cost of \$500-\$2,000; monthly cost is \$200-\$600. Beacons are not supported.

12. Northstar Technologies: Up-front cost of \$2,000 for white label site and TBD for custom site; monthly cost of \$250 for base features; monthly cost of \$250 for beacons (equipment purchased separately).

13. OneClubNet: Up-front cost of \$499 for a branded app and training; no monthly cost. Beacons are not supported.


14. Pacesetter Technology: Declined to provide pricing information.

15. TAI Consulting: Declined to provide pricing information.

2017 Private Club Mobile App Features & Functions Survey Results

Data is current as of February, 2017

The data below indicates which features/functions are available with each company's app.

		Buz Software **MWS	Clubessential**	Clubster/ClubTec**	CourseDriver	Dove Valley Golf	Expert Club Software**	EZLinks/IBS**	ForeTees	Jonas Club Software**	MembersFirst	MyClubApp	Northstar Technologies**	OneClubNet	Pacesetter Technology	TAI Consulting**
No.	Feature/Function Description															
1	Available on iOS.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
2	Available on Android.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
3	Club management website required to operate app.	N	Y	N	N	N	Y	N	Y	Y	Y	N	Y	N	N	N
4	Generic labeling.	N	N	Y	N	Y	N	Y	Y	N	N	Y	Y	N	N	Y
5	White labeling (customized).	N	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y
6	Custom site branding and graphics.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
7	Promotions/News - auto scroll or user swipe.	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y
8	Targeted push notifications.	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y
9	Beacon technology with member recognition display.	N	Y	N	Y	Y	N	Y	Y	N	N	N	Y	N	Y	N
10	Beacon technology with member location tracking.	N	Y	N	N	Y	N	Y	Y	N	N	N	Y	N	Y	N
11	Geo-fencing with auto messaging to members.	N	Y	N	Y	Y	N	Y	Y	N	N	N	Y	N	Y	N
12	Track/report on time spent on club property - by location.	N	N	N	N	Y	N	Y	N	N	N	N	Y	N	Y	N
13	Member profiles/roster with photos.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
14	Sync roster with club website and membership.	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
15	Call, text and email from member profiles.	Y	Y	Y	N	Y	Y	Y	Y/N	Y/N	Y/N	Y	Y	Y	Y	Y
16	Staff directory with photos and contact information.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
17	Club calendar of events.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
18	Pull calendar of events from club website.	Y	Y	N	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N
19	Tee time reservations.	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
20	Tee times sync with club POS to open checks.	Y	Y	N	N	N	Y	Y	Y	Y	Y	N	Y	N	N	Y
21	Post handicap scores (GHIN).	N	Y	Y	N	Y	N	Y	Y	Y	Y	N	N	Y	Y	N
22	Track and report on pace-of-play from beacons.	N	Y	N	N	N	N	Y	Y	N	N	N	Y	N	Y	N
23	Court reservations.	N	Y	Y	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
24	Dining reservations.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
25	Dining reservations sync with club POS to open checks.	Y	Y	N	N	N	N	N	Y	Y	N	N	Y	N	Y	N
26	Event reservations.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
27	Event reservations sync with club accounting system.	Y	Y	N	N	N	N	Y	Y	Y	Y	N	Y	N	N	Y
28	Billing account access with check detail.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
29	Member statement online bill pay.	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	N	Y	Y	Y	Y
30	Surveys/polls.	Y	Y	Y	N	N	Y	Y	Y	Y	N	N	N	Y	Y	Y
31	F&B order-ahead/to-go with member confirmation.	N	Y	Y	Y	Y	Y	Y	Y	N	N	N	Y	N	Y	Y
32	F&B order-ahead/to-go with club POS integration.	N	Y	N	N	N	Y	N	Y	N	N	N	Y	N	N	Y
33	Valet request.	Y	N	Y	N	Y	N	Y	Y	N	N	Y	N	N	Y	N
34	Instant member feedback - take photo and add note.	Y	N	Y	N	N	N	Y	Y	Y	N	N	Y	Y	Y	N
Installation/Customer Information																
Total number of private club installations.		N/A	82	350+	2	13	42	N/A	287	65	25	N/A	32	80	35	N/A

Note 1: ** = Companies that offer a suite of club management solutions.
 Note 2: MWS = This vendor offers a mobile website only - does not offer a mobile app.
 Note 3: Y/N = No SMS available
 Note 4: N/A = Information not available from the vendor.

The following companies that offer a mobile club app declined to participate in the survey: GoClubGolf, Golf Web Design, Group Valet, iMobileApp, and Talgrace Marketing and Media.