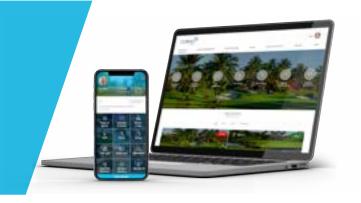# Cobalt ENGAGE

# Digital Engagement
## Solution for Private Clubs

Your member website and member app are important amenities offered by your club. These digital amenities must match the caliber and quality of your in-person club experience. You need an engaging App and Member Portal to keep members informed and involved, even when they are not on club property. The Cobalt Engage Suite offers a luxurious designed fully responsive Club Website that showcases the lifestyle of your club to attract new member, a full-featured Member Portal and Member App that's intuitive and will keep your members engaged, Marketing & Communications module to allow you to manage email campaigns and seamlessly update all club content that flows to the website, member portal and app and employee portal.

## Digital Amenities for a Modern Club Experience

- **An attractive, informative Club Website:**

  Your club website needs to attract new members, inform current members, and be designed in a way that portrays your club's authentic experience. Your club website platform needs to be flexible to implement new design requests quickly and easily.

- **A beautiful, functional Member Web Portal and Member App:**

  Your club's Member Portal needs to be fully integrated with the public site to provide a consistent look and feel.
  In addition, it needs to be fully functional and include important activities members have come to expect. From making dining and activities reservations, court bookings and golf tee times, to reviewing club meeting minutes and communicating with fellow members, to reviewing their club account and charges, the portal and app must be unified in functionality and provide real value and utility to members, so it can function as an extension of your club and feel connected to the member experience.

- **Current, consistent club communications:**

  Members need to receive clear, consistent communications from the club to stay up to date and connected to club updates in real time. The Web Portal for your marketing team must provide the ability to create news alerts and updates and send email communications and app notifications to members. Email analytics should be incorporated, so marketing staff can view and monitor email performance.

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## • An attractive, informative Employee Portal:

Don't forget about the employee experience! Employees will stay up to date with all the happenings at the club with their own employee portal. Information about their benefits, employee handbook, time off policy, etc. all in one place.

## Cobalt Engage Provides:

- A flexible platform for the public-facing club website

- A robust member portal, member website and

  app providing:

  - Member directory & Member to member communication
  - Event & virtual event registration
  - Club Calendar & Members My Calendar view which displays all reservations and events they are registered for and allows for syncing to Outlook or Mobile Calendars
  - Dining reservations
  - Golf tee times booking & lottery requests
  - Court booking
  - Racquet's lesson booking
  - Racquet's game arranging submission
  - Golf tournament registration integration
  - Spa, Salon, & Fitness Reservations
  - Fitness Video Library & Trainers Corner
  - Real-time member statement viewing
  - App & Online Payments
  - Minimum balance viewing
  - Digital Guest Cards Registration
  - Gift Cards & Credit Book balance viewing
  - Easy to Edit Member Profile & Interests
  - Member-to-Member Message Board & Member Groups
  - Club News, Videos & Hours
  - Member "Buddy" groups for dining, golf, tennis, and events
  - AI Chat Concierge in the App*

    *Additional add on purchase

- A marketing portal for sending and reviewing analytics on club marketing emails and important updates

- Dynamic Email Groups to message Members based on Interest, Membership type, etc.

- The ability for the member app to communicate with beacons, which use location information to trigger events such as:

  - Dining reservation check-in
  - Location-specific app notification
  - Location-triggered marketing notifications
  - Prompt to request car from valet
  - Prompt to check in for golf and events



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# Powering Community

**Cobalt Engage** is a suite of digital amenities powered by **Cobalt Software**. Other suites offered include **Cobalt Gather**, management solutions for in-person club services and amenities such as golf, spa and tennis, and **Cobalt Core** for back of house operations such as membership and accounting. All solutions are natively integrated with one another or may be purchased a la carte as standalone solutions.



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