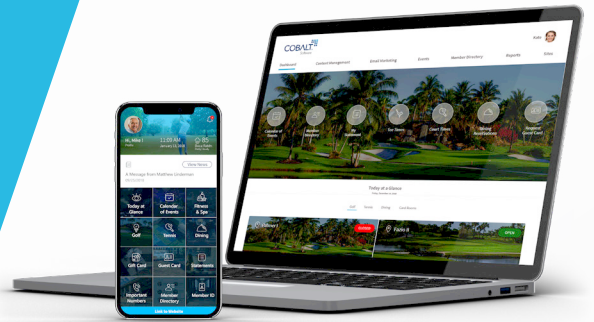Cobalt
ENGAGE

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. And in the wake of the pandemic and beyond, providing new ways of interacting digitally with your club can bring members a sense of belonging and continuity, even if their favorite in-person interactions are reduced or adapted to our new reality.

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 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 to members. Email analytics should be incorporated, so marketing staff can view and monitor email performance.

COBALT
Software

- **Safe and streamlined physical interactions:**
  Now is the time to implement advanced features that streamline operations while making things safer and more convenient for members. Location-enabled features of the member app, such as remote reservation check-in utilizing beacon technology, allow for an enhanced experience that promotes social distance.

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 membe 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

  - Golf tee times request

  - Tennis lesson booking

  - Tennis game arranging submission

  - Golf tournament registration integration

  - Dining reservation requests

  - Spa, Salon, & Fitness Reservations

  - Fitness Video Library & Trainers Corner

  - Real-time member statement viewing

  - Digital Guest Cards Request

  - Gift card & Credit Book balance viewing

  - Easy to Edit Member Profile & Interests

  - Member-to-Member Message Board & Member Groups

  - Club News, Videos & Hours

  - COVID Rules

  - Member "Buddy" groups for dining, golf, tennis, and events

- 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

COBALT SOFTWARE

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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