

BALTIMORE COUNTRY CLUB

CUSTOMER SUCCESS STORY



OBJECTIVES

- Integrate the Volley trainer for tennis and platform tennis, providing members advanced training tools year-round
- Utilize trainer as a teaching tool to support pros in lessons and provide members with personalized, high-quality practice sessions
- Boost member participation through accessible and engaging training opportunities

PROGRAM PLAN

- Incorporated trainer into group drills and platform tennis sessions, ensuring regular opportunities for members to benefit from its capabilities
- Hosted demo nights, created instructional videos and facilitated team practice sessions to encourage repeat usage and increased interest
- Offered pay-per-session access with plans to potentially integrate its cost into membership fees

RESULTS

Successfully brought back members who hadn't played tennis in awhile, increasing overall participation

Increased facility usage and player engagement, reinforcing club's value to its members

Strong enthusiasm from instructors with anticipation to expand participation further as more members adopt the technology



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MEMBER FEEDBACK

“As an instructor, I love using Volley because it handles all the tough feeds, making my job so much easier. It really enhances my coaching sessions!”

- Gavin Leon