

MANUFACTURERS' GOLF & COUNTRY CLUB

CUSTOMER SUCCESS STORY



OBJECTIVES

- Assess the Volley trainer as a teaching and training tool
- Increase engagement and participation in individual and pro-led training sessions
- Evaluate the potential for a long-term partnership with Volley

PROGRAM PLAN

- Demo night held one week in advance of trial period to promote to membership
- Set up 60-day trial of the trainer with it being free to use for members throughout the duration
- Gather feedback and usage data from Volley trainer for program success evaluation

RESULTS

38 total member signups, with 15 signups seen in the first 24 hours of trial period

MGCC signed yearly lease with Volley, with members to pay per session or a monthly unlimited fee

MGCC's goal is to recuperate 75%-80% of full cost, with rest funded by club as a pro teaching tool



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MEMBER FEEDBACK

“Big fan of the Volley machine. Have used it a few times and love it (would love to see the machine stay at the club throughout the summer to work on my game!!!) Great for work on improving your game, as well as fitness”