

**VOLLEY**

# WESTMORELAND COUNTRY CLUB

**CUSTOMER SUCCESS STORY**



## OBJECTIVES

- Boost participation and engagement within the platform tennis program
- Enhance lesson offerings, team drills, clinics and events to cater to all skill levels effectively
- Support an injured head pro by providing reliable training assistance

## PROGRAM PLAN

- Incorporate Volley trainer into lessons and monitor member engagement and feedback
- Increase pro engagement with the technology as they become more familiar with Volley's capabilities
- Integrate Volley into the Shot-of-the-Week clinic where it regularly filled out three courts with a waiting list

## AT A GLANCE

### PROJECT

- A year-round country club located in Chicago's North Shore

### GOAL

- Enhance club's training program and increase member engagement

### RESULTS

- Volley trainer fully incorporated into paddle programs with an increase in member participation



## RESULTS

Faster skill development for newer players due to working with the Volley trainer.

Increase in club member participation, with members & pros quickly embracing the trainer into their programs

Shot-of-the-Week clinic fully run with Volley trainers; team drills complimented with a Volley court