

WINNETKA PLATFORM TENNIS CLUB

CUSTOMER SUCCESS STORY



OBJECTIVES

- Explore new training techniques as a leading Chicago club
- Provide single player training opportunities for members
- Enhance private lessons by club pros
- Needed Volley to be 100% “self-funded” (i.e. no public funds)

PROGRAM PLAN

- Sell limited, 50-member passes in four three-month cycles (summer, fall, winter, spring)
- Members sign up at WPTC website, download Volley app, and reserve a trainer through the court reservation system. Volley is self-serve (no pro management)
- Club governs when trainer may be used (making room for lessons, clinics, leagues, etc.) through the reservation system

AT A GLANCE

PROJECT

- WPTC is a park district affiliate, based on Chicago’s North Shore

GOAL

- Balance new training tech with traditional club priorities such as budget and court time

RESULTS

- Using a subscriber-based funding plan, club found a cost fit for members, selling out in just 4 days

ABOUT WINNETKA PTC

- Large club (600 members, 8 courts)
- Perennially top-rated club in competitive league play
- Very active pro staff teaching men’s and women’s programs daily

RESULTS

Sign-Up available evening June 7th, 50 member slots fully sold out in 4 days

Volley arranged lease payment to match funding raise (minimal cash impact to PD)

WPTC anticipates full funding and profitability from Volley in 2024