

DOYLESTOWN COUNTRY CLUB
DOYLESTOWN, PENNSYLVANIA

CASE STUDY

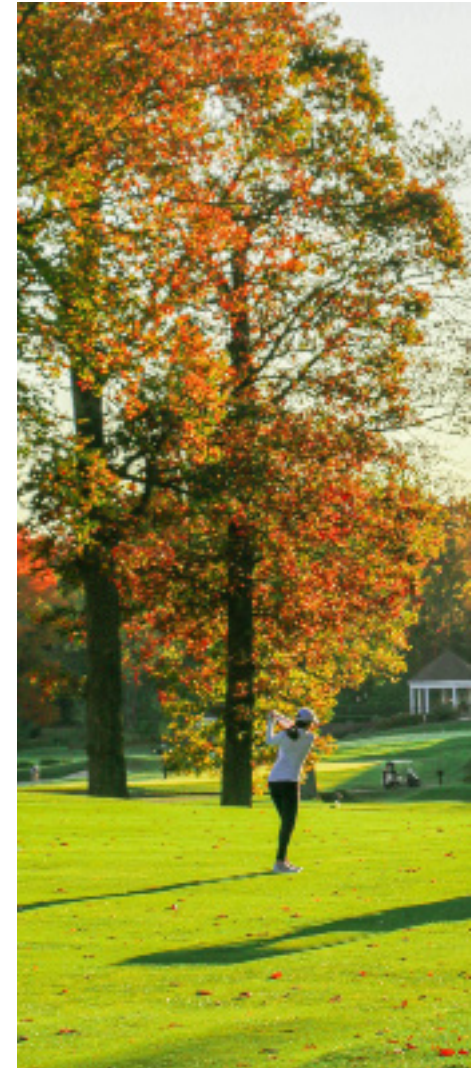
TECHNOLOGY ONBOARDING

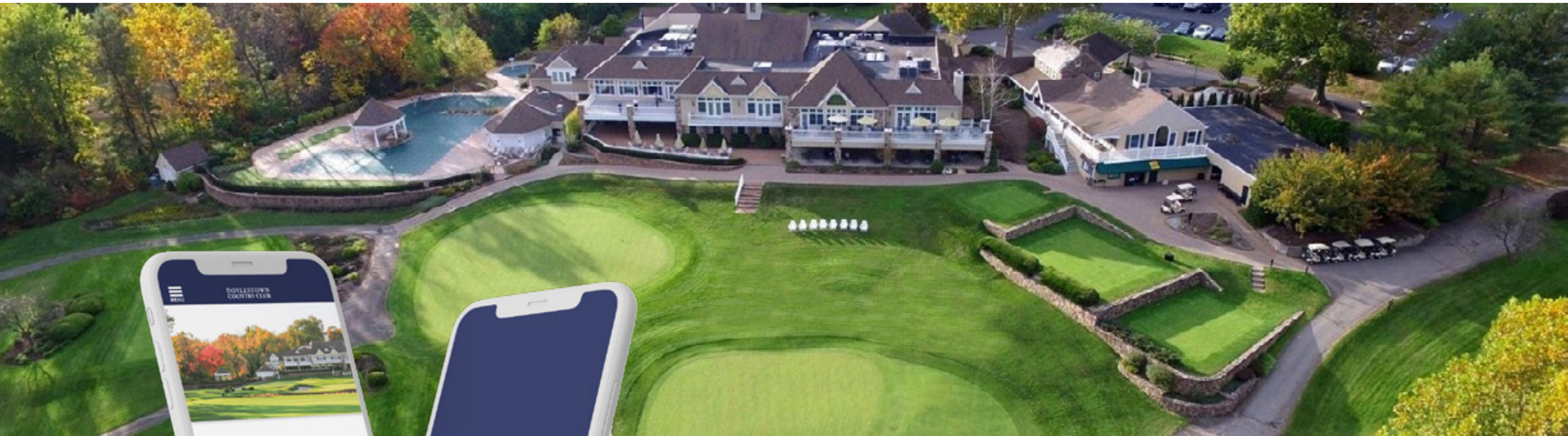


A Creative Approach to Technology Onboarding: Ownership Makes a Big Difference

Technology adoption is an extensive process that requires careful planning to provide programs that support everyone from different backgrounds and age ranges. When new technology is adopted, it allows members to manage how they interact with their club more conveniently while allowing clubs to optimize operations and be more efficient with their resources. Therefore, clubs need to invest in technology to thrive. However, not all members are always comfortable with disruption.

Familiarizing members with new technology takes time and requires precise planning because it is about educating members. The diversity of member demographics at a club can make this challenge complicated. One can only handle such a challenge with devotion, ownership, and accountability. Jordan Meserole, the Director of Marketing, Communications, and Membership at Doylestown Country Club took a creative approach to onboard members to the club's new mobile app. His approach to technology adoption sets a great example for other clubs.





The Adoption of the ClubHouse Online Mobile App

Meserole considers himself a “tech-forward-thinking person.” As a member of the club’s decision-making committee, he vouched for adopting the ClubHouse Online Mobile App and took leadership to onboard members. The club’s goal in adopting the ClubHouse Online Mobile App was to make it easy for members to book tee times.



Onboarding Process

The membership of Doylestown Country Club spans a wide age range from 22 to 89 which makes new technology onboarding complicated. When the club rolled out the ClubHouse Online Mobile App, some members admired it, and some members complained. Those in their 20s and 30s were excited about it. However, most members in their 60s, 70s, and 80s didn't see the value in this solution. They didn't adapt easily. This is where Jordan Meserole stepped in. He created a comprehensive onboarding plan to educate and support everyone during the onboarding process. Due to the different reactions of the membership, Meserole knew he needed to create customized training programs for different demographics.

1. Providing Centralized Support for Members

The first step the club took was centralizing the support. As the Memberships Director, Meserole realized it was the best way to approach this challenge; to have one face for the app instead of having several people trying to answer questions, and sometimes providing incorrect information. He called it, "a consistent message, consistent answer."

2. Unwavering Statement

"This is the next generation. This is the future of Doylestown. We're going to start using this app and we're not turning back; no matter what. But we are here for you to help you," Doylestown Country Club communicated to members. Members also received a unified message from staff and management to increase awareness about the new mobile app and the onboarding plan, ensuring everyone was informed and knew how to get support.

The unwavering statement was a power move that helped the club take a firm first step in the onboarding process. It was also about building awareness for older members. The club conveyed in a friendly manner that it was willing to help them through the process.

3. Onboarding Programs

After preparing staff and members for the upcoming changes, Meserole launched the onboarding program consisting of several modules. He started a monthly newsletter, made [short How-To videos](#), and created an online [All-in-One Media Hub](#) with educational content that members might need. In addition to these, he held in-person training sessions to educate members and help them with their questions.



Strategic Achievements

The ClubHouse Online Mobile App onboarding was a six-month process and Meserole was prepared for what they would be going through. He had read in an industry report stating that it takes members about six months to completely accept and adopt something new. However, Meserole's excellent planning and the club's prior experience with member onboarding, helped them overcome this challenge very well and make a seamless transition to their new club app.

The successful adoption of the ClubHouse Online Mobile App made it possible for Doylestown Country Club to achieve strategic improvements, and focus on the quality of services instead of trying to address basic tasks. As more members adopted the mobile app, the club saw a significant drop in requests made over the phone. It also helped them overcome the issue of being understaffed at busy times. Now, they can do more with less.



1-888-789-9073 • SALES@JONASCLUB.COM • WWW.JONASCLUB.COM