CASE STUDY

THE ALL-AROUND
SOLUTION FOR CLUBS

JONAS
CLUB SOFTWARE

The All Around Solution for Clubs: Online Ordering and Beyond

Founded in 1891 in Boston, the University Club is a premier social and athletic club. The club offers a warm and inviting atmosphere to its members, families, and guests, and is known for its sense of community, the excellence of facilities, and the quality of service provided by staff.
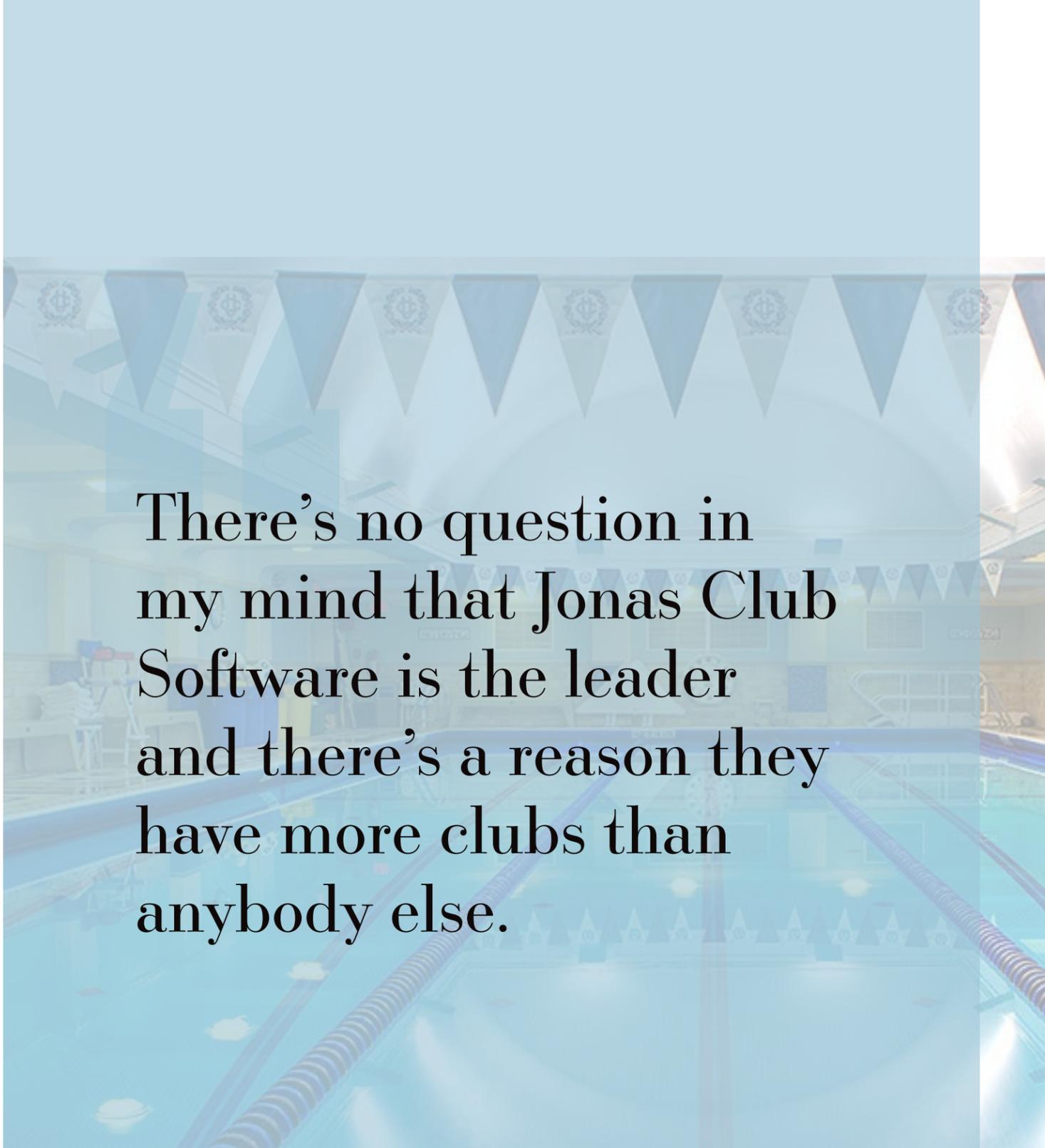
The University Club of Boston has partnered with Jonas Club Software over the past 20 years as its technology solutions provider. The club adopted Jonas Club Software's Online Ordering application in 2019. The digital application was one of the club's recent technology additions as a response to maintaining and enhancing member service during the pandemic.

An Athletic and Social Club

The University Club of Boston is a city club with a tremendous indoor pool, outstanding food, function rooms, private dining, and a tap room that is popular for casual eating and is quite busy most nights. A whole floor of the club is dedicated to its expansive fitness center. Members can get a massage or a private fitness trainer. For squash fans, the University Club of Boston is a U.S. Squash-recognized club known for its eight squash courts, six of which are singles, and two are doubles.

The club has about a thousand members. During the pandemic, the club experienced a slight decrease in memberships but it's recovering. Members have a good relationship with the club since it is member-owned. While their demographics show an average age of 52, the club is willing to welcome younger members and make the club more diverse and inclusive for everyone.

The location is a major factor in attracting people to the club. Most members live or work in the neighborhood and sometimes walk over for lunch or dinner. They mostly visit the club for the fitness, squash, and pool which is complemented by the social element of dining areas. Members at the University Club of Boston join the fitness and social activities "because that's what we pride ourselves on; being an athletic and social club," said Paul Dutton, Finance Director of the club.

There's no question in my mind that Jonas Club Software is the leader and there's a reason they have more clubs than anybody else.

The main goal of monitoring the club's activities is to improve operational efficiency and member experience by identifying pain points and making adjustments where needed. Dutton doesn't consider himself tech-savvy. However, it's different with Jonas Club Software. He thinks Jonas Club Software solutions are user-friendly even for people who are not good with new technologies. Dutton explained more about his experience with Jonas Club Software:

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> It works great, it's user-friendly. I swear by it, and so does my assistant. She's been here 20 years. She loves it. You can almost figure things out by just going to different menus and clicking until you find what you need. Because I'm older, I didn't get to learn some of the things younger people do now. But I find Jonas Club Software products user-friendly and I love it. I enter my journal entries, get all my work done, push a couple of buttons, and get the financial statements. I recommend it to everyone when I go to conferences or talk to people about our system versus theirs.

Delivering the Experience

The University Club of Boston is trying to stay current and improve its operational efficiency. Therefore, they adopted the Online Ordering application to achieve these goals. Online Ordering has enabled the club to function more efficiently by giving members the option to order food and drinks from anywhere within the club or order from outside and pick up at the club. It also helps the club manage staff shortages and allows the staff to be more productive. The availability of the Online Ordering application means there is a new ordering option and more accessibility for members. The club still adopts various ways to serve everyone equally. Some members still like to call and order.

Jonas Club Software helps the club with all operations: Accounting, Food & Beverage, Point of Sale, Reporting, and more. Dutton believes that if club staff use these solutions properly, they can keep track of everything and get a lot of actionable information about the club and members' behavior.

Future Expansions

The six-story club is planning to expand by 20% in size by taking a floor in the adjacent building to improve the gym and fitness facilities. The University Club of Boston is willing to invest more in Jonas Club Software solutions, especially in the Food & Beverage areas when the expansion becomes operational.

It's a No Brainer

Covering all aspects of what a club needs, and delivering a flexible platform that can be customized and upgraded with more features at any time, has made Jonas Club Software a worthy investment for the University Club of Boston. The club has been using Jonas Club Software technologies for over 20 years. "My motto is if it's not broke, don't fix it," Dutton commented on the long-term partnership.

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It's a no-brainer. They have a great name in the industry and we always get support when we need it.

Paul Dutton, Finance Director
The University Club of Boston

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