

Appointment-Plus Case Study: Tennis Scheduling

Haile Plantation Golf & Country Club

Client Profile

Haile Plantation Golf and Country Club in Gainesville, Fla., offers private club amenities in a family-focused environment, including an 18-hole championship golf course and nine-court tennis program. Members can reserve tennis courts at its Tennis Center, Golf & Country Club and Fitness Center. Individuals interested in making court reservations must do so by a certain deadline.

The Challenge and Problem

Prior to using Appointment-Plus, members booked tennis courts and times by phone or in-person. Staff at the Tennis Center, Golf & Country Club and Fitness Center would then manually enter the information into an appointment book. This appointment-setting method proved ineffective for several reasons. First, it created a big, last-minute rush to book appointments by the scheduled deadline. Bob Langer, tennis director and head tennis professional at the club, says members would oftentimes try to reserve the courts all at the same time. Second, the process required valuable staff time to manually take and book the reservations. And third, because the club has tennis courts at three different locations, it needed staff members to man each of those sites to take court reservations.

The Discovery

Haile Plantation Golf and Country Club determined that online scheduling software could improve the efficiency of its operations. Among functionality it looked for in an appointment software provider was online self-scheduling, which would allow its members to easily book their tennis courts and times any hour of the day at their convenience; the ability to schedule and manage numerous courts; and easy accessibility for its staff at the three locations to book and manage reservations.

The Solution and Implementation

Haile Plantation Golf and Country Club learned of Appointment-Plus through an online search. After signing up, an Appointment-Plus professional set-up coach thoroughly explained the functionality of the service and helped tailor it to the club's specific needs.

The Results

Since 1997, Haile Plantation Golf and Country Club has relied on Appointment-Plus to reserve over 500 tennis court and times each week. Mr. Langer says the software has been "super successful" in helping the club better manage its court reservations. Appointment-Plus saves Haile Plantation several hours a week in staff time that would have been devoted to manually taking and booking appointments by phone or walk-in. Additionally, staff at the three locations can now easily view and manage their court reservations and member information, thanks to Appointment-Plus's online accessibility. Member feedback has been tremendous: almost 100 percent now reserve their tennis times and courts online. The club also utilizes Appointment-Plus e-mail reminders and reports.

***Appointment-Plus** (www.appointment-plus.com) is the worldwide expert in online scheduling solutions and creator of the scheduling industry's most flexible and feature-rich software program. Servicing over 100 different industries in 16 countries throughout the globe, it's the premier Web-based booking application for growing businesses, enterprises, higher education, government and logistics. With over 15 million end-users and 75 million appointments booked since its inception in 2001, Appointment-Plus is one of the fastest growing cloud-based services in the world. Headquartered in Scottsdale, Ariz., organizations ranging in size from Fortune 500 companies to small businesses use Appointment-Plus to book an average of 2.5 million appointments monthly.*

