K.I. SOFTWARE®

A Division of MotionSoft Inc.

eClubLogic™

Making Clubs Work

An easy-to-use, flexible, and integrated solution that allows you and your staff to make informed decisions, increase sales, and retain your members in an increasingly competitive market.

eClubLogic™

KI Software utilizes the interdependencies of membership and business to help you grow

LINKING employees to information. LINKING your business to your customers. LINKING the systems that make your business run.

Built using Microsoft® technologies and designed for low total cost of ownership, **eClubLogic**™ will help your company improves sales and member profitability, creating a linked environment that extends across your business systems.

Membership management success is about more than technology – it is about members. **eClubLogic**™ frees your staff from time-consuming processes and empowers them with the information they need to focus on selling effectively and delivering quality service – the business of building profitable customer relationships.

EASY TO LEARN. EASY TO USE.

eClubLogic™ offers an intuitive user interface, centralized activity management, and single-click access to information, reports, and member service functionality.
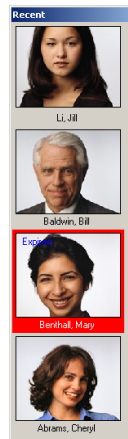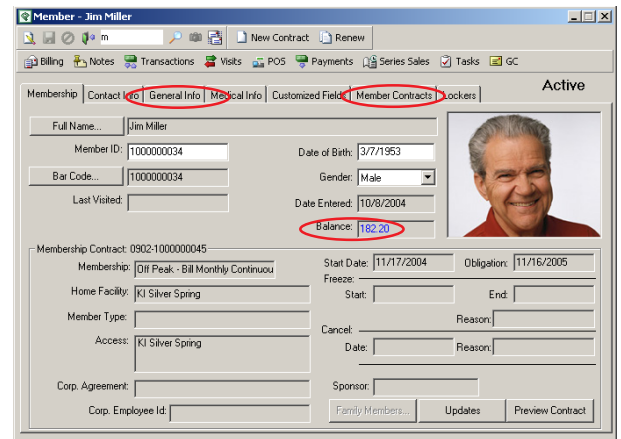
eClubLogic™ member page gives users a one-stop location for viewing and managing member information, activities, and communications.

eClubLogic™ utilizes color coded issue management.

ease of use

Member relationships are the backbone of your business - The tool to effectively manage these relationships has, until now, been made up of disparate systems. **eClubLogic**™ offers powerful functionality from the start and makes it easy for you to customize, integrate, and maintain your solution.

Increase sales success - Shorten the sales cycle and improve close rates with wizard based prospect management, automated sales processes, contract/agreement creation, and relationship management. Maintain contact with customers via targeted e-mail; using MS Word® and MS Outlook® to create print and email communications.

Deliver consistent, efficient customer service - Customer service and sales staff can manage members from initial contact and throughout the membership lifecycle with historical access to relationship modifications quickly and accurately.

Make informed decisions quickly - eClubLogic™ Crystal Reporting Engine provides detailed reports and a complete view of sales, membership activity and relationship history. You can identify opportunities, trends, and problems.

Share information - Integrated sales and customer service functionality gives staff a comprehensive view of key customer information across the business. Employees can also share automated tasks to help ensure rapid response and resolution of member requests.

Automate business processes - eClubLogic™ wizard-based processes establishes consistent business processes, frees employees from time-consuming tasks, and equips them with the information and tools they need to sell effectively and deliver superior service.

See results quickly - Easy configuration, an intuitive user interface, and a dedicated project deployment team help your employees work productively from the start, with minimal disruption to your business.

integrated modules

Offering a single database of record.

PhysioSport
Obtain comprehensive fitness assessment data utilizing the gold standards in fitness testing protocols.
Print reports, color graphs, exercise logs, and training cards.

Health Logic
An HRA tool can give subjects a clear picture of their health risks and how lifestyle changes can
enhance health, fitness, and well-being.

eScheduler
Designed to eliminate the paper calendar, it allows staff to set up individual appointments for quick
training and deployment.

MyClub
An online membership management system that lets members view past transactions and club visits,
make purchases, change billing or contact details and more! Access it anytime, from virtually anywhere.

FrontDesk
A scaled-down version of eClubLogic.
An alternative for facilities who do not have billing concerns or a need for selling goods and services.

making clubs work

sales and marketing

eClubLogic™ **sales and marketing modules** are designed to help your sales team work without limits. Comprehensive member information in a well designed and easily navigable wizard-based user interface.

Membership Lifecycle - View and manage member account activity and history, including: contact information, communications, interests, active and past contracts, invoices and payment history.

Reports - View, sort, and filter a wide range of reports to identify trends, measure and forecast sales activity, track sales processes, and evaluate business performance.

Correspondence - Create templates and send e-mail to targeted prospects and customers. Print communication materials can be created and sent to prospects and members using Microsoft Word Mail Merge®.

Lead Management - Track information on prospective members, such as leads source, then qualify and assign inquiries. Leads entered into **eClubLogic**™ can be automatically assigned to the correct salespeople based on rules.

reporting

Profitable member relationships depend on the ability to measure current business activity, forecast future revenues, identify customer trends, and evaluate sales and service performance. With eClubLogic's Crystal Reporting Engine you'll get more than 10,000 out-of-the-box reports to help you make smarter, faster decisions that increase sales and ensure member retention.

Use reports to:
- Forecast sales performance
- Assess the value of marketing initiatives
- Evaluate trends for leads and opportunities
- Identify top customers
- Identify top-selling products and pinpoint problem products
- Track employee performance
- Manage services, such as PT and Spa

With **eClubLogic**™**, data can be exported** to other applications, such as Microsoft Excel®, for further analysis. eClubLogic's custom report writer also provides you the ability to pull ad hoc reports as needed. The single database gives you the ability to maintain and manage multiple areas of your business in an effort to minimize systems redundancy. Areas or departments such as retail, membership management, marketing and personal training can all rely on eClub Logic to give them the data to grow your overall business.

security management

Manage your business more effectively and establish efficient business processes, while maintaining control over how employees access information and connect with members.

Manage your organization quickly, and accurately map organizational hierarchies and complex reporting structures.

Manage employee roles includes customizable departmental roles that give employees appropriate access to information, management privileges, and business processes.

Maintain secure, restricted access. A robust security model ensures that information is protected, yet accessible to employees with appropriate privileges.

Prospect Member Wizard

provides a simple user interface with easily navigable screens ensuring that all critical information is captured.

Marketing information can be evaluated and success rates determined

Integrated to outlook and other Microsoft® modules such as Word® and Excel®

Track interests

User defined custom fields

Promotions Management Module

eClubLogic™ Rules Based Set Up allows you to create your business critical rules for processes like promotions management and corporate membership. Not all clubs are the same – **BE DIFFERENT**

eClubLogic™

Better Information Means More Members

Easily send print communication using the Microsoft Outlook® and Microsoft Word Mail Merge®.

Enable employees to initiate, track, and close sales opportunities consistently and efficiently with wizards that automate activities in each stage of the membership process.

Identify sales trends for services and products to target customer demographics and top-selling products.

Features

Point-of-Sale is easily accessed with staff member cashier codes to minimize error, simplify tracking of inventory items, increase sales and keep accurate accounting.

Locker management allows front desk staff to easily assign available lockers, find locker location and save lock combinations.

Permission based staff management allows administrators to set the level of access a specific staff member can have in eClubLogic.

Capture photographs of members for front desk check in, id cards and point of sale identification.

Series Sales allows tracking of services offered, such as: personal training, massage and lessons. Keep track of who purchased, used, and performed the service.

Corporate accounts automate the billing and price agreements facilities have with local corporations and companies that encourage employees to become members.

Security features include: HIPAA compliance, staff permissions, cashier codes, cash drawer shift management, and secure log-in for any transaction performed.

Timeclock and Open / Close Shift features provide simple staff check-in for payroll and reporting purposes.

Prospect Tracking is a guest management component designed to track guest purchases and usage, lead sources, tracking status and close ratios.

Discount Management enables staff to properly assign type, amount and/or percentage to membership, product or service items.