

### **Famous Golf Club has chosen Maximizer**

Stretching across Shenzhen and Dong Guan, our customer is the World's No.1 golf club. Designed by 12 world-renowned golf legends, it's an international golf community that combines golfing with relaxation, business and lifestyle. Not only golf, this club also provides a variety of services including Spa and Resort. Being the most famous country club in Asia, they are using **Maximizer Enterprise** as their internal system on managing thousands of customer accounts.



### **Customized User Defined Field**

Since the amount of members is increasing exponentially, this golf club needs to process a considerable quantity of information. By using Maximizer, all details of member accounts can be saved and displayed clearly. User Defined Fields are set customizing for them to identify each member, e.g. which level is the member, when did the member join, when did the membership expire, etc. So that it is very easy for them to search for what they exactly want to know.

### **Email Campaign & Action Plan**

E-mails are sent out time by time in a small batch to members advertising the club's most updated offers such as golf course and membership discount. Action plans are also set up in order to remind colleagues which members need to renew their membership. It is also being used to draw the attention from corporate customers, as resorts and conference rooms are available for holding large business functions. Halls can also be used for wedding parties and the recreational center provides sport facilities like tennis courts and swimming pool. They use Maximizer as a booking system by confirming appointment of different venues. Also, the customer portal allows members to login to search information about Mission Hill and shared resources in the company library.