Premier Country Club Adopts ACH Payment Software & Saves More Than $4K in the First 3 Months

foreUP was a big change for the better.

APRIL SHAHUM | General Manager

CHALLENGE

Rock Creek Country Club is a premier golf course and event venue. The country club was established in the late 1950s. Over the years, many improvements have been made to the clubhouse and golf course, but the billing and management systems were beginning to feel the effects of aging. Most importantly, the club's payment program was falling behind in both convenience and cost-effectiveness.

Younger clients, who like to use their credit cards to accrue points but aren't used to credit card fees, were put off by Rock Creek's antiquated system. Event clients, who commonly spend $4K - $10K, were hit hard by exorbitant 5% processing fees imposed by credit card companies. The cost, in both time and money, of manually processing payments was also becoming a problem. Rock Creek's management team needed a solution that would cut costs, increase automated management efficiency, and add convenience now and into the future.

> *ACH was the #1 request from new members.*
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> APRIL SHAHUM | General Manager

SOLUTION

Rock Creek's management team needed a software solution to bring the organization into the 21st century. They chose to adopt cloud-based management solutions from foreUP, a leading golf management software company. In addition to increasing efficiency across Rock Creek's management systems, foreUP reduced Rock Creek's operational costs and improved the customer experience with convenient online payments and scheduling features.

RESULTS

- CC processing fees have dropped from $4k to $800
- After 3 months, about 25% of billable customers have signed up
- Next year, foreUP will save the client more than $50K in CC processing

ABOUT foreUP

foreUP uses cloud-based software to simplify golf course management and marketing. Its all-in-one software management system empowers business owners to increase efficiency and profitability. foreUP software simplifies point-of-sale, marketing, and food and beverage management. More than 900 golf courses across the US utilize foreUP's management software. In addition to increased business efficiency, foreUP improves the customer experience by providing customers an easier way to book a tee time, order food and drinks, and choose ACH as a payment method.

foreUP
Golf Management Software

The icing on the cake is foreUP ACH, which eliminates credit card processing fees. In its first 3 months, foreUP ACH saved Rock Creek a whopping $4K in credit card fees. As the number of customers who are signed up for the ACH program increases, it will save Rock Creek between $50K and $60K a year, every year. ACH payments arrive in Rock Creek's account in just 1 day, while payments from other ACH processors typically take 5-7 days. Additionally, it saves time and resources that had previously been wasted manually processing payments and frees up time for its staff to focus on what they do best — create an incredible customer experience.

> *Paying dues and booking tee-times online have added huge value to our club.*
> APRIL SHAHUM | General Manager

IMPLEMENTATION

Most of the customers who have signed up for ACH payment have done so through email alerts. Rock Creek is also including inserts in its monthly newsletter to inform customers of the ACH payment program. The staff has been trained extensively and is ready to walk customers through sign-up either in-person or over the phone. Finally, members are invited to make appointments to meet with staff for sign-up assistance.

> *We get a laptop out and follow along. They're set up in 3 minutes.*
> APRIL SHAHUM | General Manager