



Club Case Study

We have a session in the conference – **Enhancing the Club Experience**. Please can you provide an example of a club that has excelled at customer/member experience enhancement.

| Club name: |
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| What were the positive changes that were made to the club? |
| What was the impact of these changes? |

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| How were the changes delivered? |
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| What were the learnings from this process for all stakeholders? |
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