



## 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:**

**What were the positive changes that were made to the club?**

**What was the impact of these changes?**



## Club Case Study

How were the changes delivered?

What were the learnings from this process for all stakeholders?