

PPC Smart loyalty card system improves club's marketing



Club Pelican with 500 members, is one of the Sunshine Coast's, and even Australia's most renowned and exclusive golf clubs.

The Caloundra-based club consists of a Greg Norman-designed course, and boasts one of the finest clubhouse and practice facilities in the industry.

As members are required to show proof of their membership each time they visit the club, the management needed a card that reflected the exclusive and professional appearance of the club.

PPC's P210i Plastic Card Printer produces a card that stores information, is durable, has a professional appearance, and can be quickly produced when a new card is required.

The club uses the PPC P210i Plastic Card Printer to print cards that contain the club logo, member name, and membership number,

with a magnetic strip on the back that stores the member's details.

Members swipe their card each time they visit the club, and the club can collect the member's information via the magnetic strip to verify their authenticity.

Membership Manager, Justin Woodcock said the club was previously using external bureau services, who were expensive and would take up to three weeks to produce the cards, which is very inconvenient for a new member.

"Having PPC's P210i Plastic Card Printer on-site means that the cards can be produced immediately, so that the new member can quickly begin to take advantage of their membership", said Mr Woodcock.

The plastic cards that the club currently prints are more professional looking and more durable than the hand-written laminated cards previously issued to members.

Additionally, as a PPC customer, Club

Pelican has access to PPC's ongoing sales support, software updates, and three full-time technicians to ensure Club Pelican has the highest possible level of up-time.

Club Pelican is looking to expand the application of the cards that can be printed by PPC's P210i Plastic Card Printer.

"One option is to print cards for use in mail-outs. In this case, we would print cards that provide the bearer with discounts or other offers.

"The magnetic strip would be used to hold information relating to where the cards were distributed.

The club can collect information on the geographics of people who use the club when the offer is redeemed.

This helps the marketing staff to target their marketing to specific areas, and is a much more efficient process than manually collecting patrons' postcodes."

