

## Membership, Bookings & PoS Solutions



### LEISURE

DELIVERING SERVICE  
THROUGH TECHNOLOGY

Xn Leisure is a leading independent provider of cutting edge technology solutions to many of the private, public and education sectors' principal leisure operators. Xn Leisure's TLMS (THE Leisure Management System) Advantage has been developed in conjunction with its customers and the experience of working with and assimilating the feedback from members of its extensive User Group.

The result is an industry leading suite of products utilising .Net technology to deliver solutions offering best practice in the leisure industry while providing a framework for future product innovation and development.

Xn Leisure's TLMS Advantage product has been developed to service the customer-centric leisure industry both now and in the future. Great emphasis has been placed on the ability and flexibility to manage, manipulate and analyse customer data with the objective of delivering enhanced operating efficiencies. The Xn Leisure products offer the depth to address all current business needs and the flexibility to grow and develop to effectively handle future opportunities.

The Leisure Management System solutions from Xn Leisure manage a wide range of business processes and activities to allow leisure operators to control and oversee all aspects of their business.



## Prospecting

TLMS prospecting supports leisure operators in their ambition to track, qualify and convert enquiries into membership. It includes a contact management system and diary for use by sales and customer service and offers a status review by month, day, prospect, priority or staff member plus the facility to mail merge with Microsoft Word. Integration of the prospect database with the membership module allows seamless transfer of data.

### Benefits of Prospecting:

- Enhanced management of prospects
- Fast execution of marketing campaigns via mail merge
- Detailed analysis of prospects for accurate segmentation & targeting
- Increased efficiency through speed of data entry
- Reduced cost of IT system ownership

## Membership

Users can deploy the membership module to manage member profiles and payments, handle monthly and/or complex schemes with multiple membership types per member. Leisure staff can also profile members to identify those that are most profitable, their common characteristics and direct debit commitments and, conversely, those members who rarely visit or are at risk of lapsing. This data can impact on future activity to combat attrition and enhance ROI.

### Benefits of Membership:

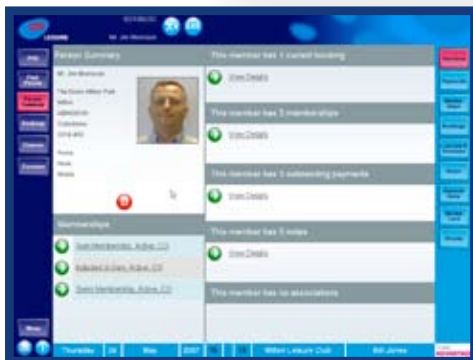
- Increased revenue via highly targeted & effective marketing
- Increased customer loyalty through accurate tracking of & response to visiting patterns
- Firmed up revenue forecasts through provision of long term & regular membership payment schemes

## Member Summary

Feedback from our National User Group and from our installed base of over 4000 users helped to design the latest innovation in member interaction. "It would be great if we could drive all information relating to a member from just one screen," was a common theme in feedback. Reflecting our commitment to being a partner to the leisure industry we developed the member summary functionality screen which displays an overview of the currently 'swiped' member including:

- Status – (e.g. member, in default, suspended)
- Photograph
- Actions – (book a course, add a note, add memberships)
- Make a booking
- Payment details
- Linked Members
- Book a class

All the information contained within the summary page can be access to provide a complete 360° view of that specific member. This enhanced functionality greatly improves customer service and speed of interaction at all levels and locations, making the summary page the hub of all member interaction.



## Bookings

Advantage Bookings uses Windows and touch screen technologies to deliver a comprehensive solution which emulates traditional bookings sheets, combining simplicity with power. Templates divide a venue into locations and define activities per location. Users can set minimum and normal duration periods and define peak/off-peak periods. A price matrix template facilitates pricing structures for goods and services including equipment hire. The system reduces administration time and by combining pricing can encourage members to use more than one facility per visit.

Bookings also allows users to create and control management bookings and their subsequent payments with rules to limit who can book what and when.

## PoS & Ticketing

Avoiding transaction delays at the till will minimise queue lengths at reception. Advantage features an intuitive Point of Sale and ticketing module for leisure operators. This can be used at numerous locations such as the restaurant, sports shop and bar as well as reception and it offers built-in stock control too.

Fully touch screen enabled, receipts can be viewed on screen before being printed out to ensure accuracy. Specific displays can be applied to each PoS terminal which are pertinent to the location, e.g. bar items in the bar area. Additional security is available via password protection of certain functions if required.

### Benefits of Bookings:

- Fast system operation via one-touch navigation
- Flexible pricing allows ability to maximise revenue
- Linked to PoS for complete control
- Integrates seamlessly with Horizons Internet Bookings

## Management Bookings

The Bookings module has advanced features which allow block booking of specific locations at designated times, and an automatic clash alert to warn the user should attempted new bookings coincide with existing bookings already in place. This functionality is underpinned by the ability to invoice for the management booking. The back office section of Advantage enables invoices to be raised and sent ensuring quick and efficient administration of block bookings and payments.

Customers can pay via a variety of methods, including cash, cheque, debit card and loyalty points (with loyalty module). This module of the Product was designed with a leading PoS provider.

### Benefits of Pos & Ticketing:

- Ensure total security & accuracy of all payment transactions
- Reduce errors and costs associated with previous transaction methods
- Improve speed of transactions, reducing queue lengths
- Cater for all customers' preferred payment methods
- Increase customer satisfaction & throughput levels
- Automate stock level management, saving valuable time



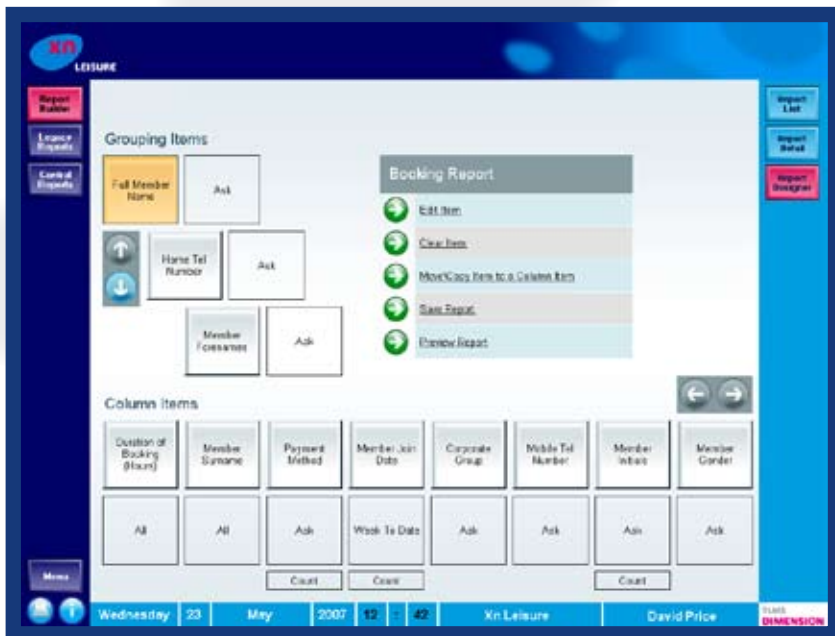
## Comprehensive Reporting

Advantage offers over 140 standard reports. Access to and manipulation of data is critical for leisure operators who need to respond to the demands of an ever-evolving market.

Xn Leisure's Advantage report creator bases itself on 'Business items', which will describe meaningful information about the data as the item is picked and the report is built.

Set up and configured by the leisure operator's IT department, reports can be automatically generated and printed or emailed at designated times.

Experienced IT staff may want to gain access to raw TLMS data for complex and comprehensive reporting requirements. A module called Data Views and a supporting training course are available upon request.



## About Xn Leisure

Xn Leisure is a leading pan-European provider of IT solutions to the leisure sector. Xn Leisure has over 25 years' experience in the leisure market and over 4,000 TLMS - THE Leisure Management System – users across all four sectors of public, private, facilities management and education. Xn Leisure has a portfolio of turnkey PC and web-based membership and bookings solutions for the leisure industry, including hardware, software, project management, training and a raft of skills

one would associate with a robust, rapidly expanding technology business.

Xn Leisure's ongoing investment in product development continues to support customers with feature and benefit-packed innovations setting industry standards and reinforcing the company's position as the leading solutions' provider. The business' customer service and project implementation is delivered by its high calibre, talented and experienced team.



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