

Case Study

Century Club Leverages IDS NEXT Membership Management Software

Manages 5300 Members and a Host of Club Facilities

▶ Customer Brief

The Century Club, located in the heart of Bangalore, is a sprawling five acre property surrounded by towering rain trees and serene tropical environs. The club has a long and illustrious history as it was started by Bharat Ratna Sir M. Vishvesvaraya in 1917. Located in Cubbon Park, the Club gets its name from the 100 members it began with. Currently the club has since grown to 5300 members, with a waiting list of 15-20 years for new members! The Century Club, incidentally, was the first club to install the IDS Club Management System.

Century Club boasts a large and impressive set of sports and recreational activities including 3 tennis courts, a swimming pool, billiards, snooker, a library, an indoor and outdoor restaurant and even a supermarket and pharmacy. The Club also has 20 well furnished rooms and suites.

▶ Business Challenge

With such a large membership and an ever growing set of facilities, the Century Club needed high quality, well tested membership management solutions to help them automate services, provide reports that offer insights into day to day activity, and business intelligence to ensure faster decision making.

Being a renowned club, offering quality service to highly discerning guests, the Club did extensive research on various club management solutions, before selecting IDS NEXT's Club Management solution.



"I have used software from IDS NEXT before I came to Century Club 9 years ago and knew that the software was robust and flexible. IDS NEXT is a company that I trust and recommend to all hospitality businesses.

Mr. S.N Kantharaju, General Manager, Century Club

► Solution

While the Century Club leverages the benefits of IDS Fortune Enterprise, it is the integrated Membership module which has brought them the most visible benefits. With this application the accounts for the entire club have been centralized, pulling up and viewing reports is now so much easier, point of sale now has extensive transparency and visibility and most importantly, the software has been quickly and easily customized to the many varied needs of the club.

IDS NEXT Club Management includes:

- Complete system to check for membership, accounts, inventory, facility management as well as member loyalty

- Automatic daily transaction management- to reduce time and costs

- Membership accounts and profiles management - with invoicing features

- Secure data management - with easy maintenance and accessibility

- Strategic decision making and promotions planning through collated data and reports

- Easy accounting - including receivables management

- Budget friendly - in terms of resource costs

- Smart card interface - With the use of smart cards provided to each member, the Club authenticates members' identity through photographs and signatures stored in the Club Management System. This ensures that members' accounts are not misused and that only authenticated members have access to the facilities of the Club.

► Business Impact

After the application was installed in 2003, the Club staff and members were introduced to a host of positive changes.

Increased Guest Satisfaction

IDS NEXT's Club Membership module brought in lots of improvements. Notices to members go out on time, members can quickly know how much is due to the club, members are mailed about programs and events at the club and there is greater participation. On the whole guest satisfaction went up by 30-40%.

“Our relationship with IDS NEXT has grown stronger by the year as they have been accommodating to work with and have constantly improved the Membership module as per our requirement. We are now in the process of upgrading to FortuneNEXT so we can incorporate technology further into our club operations.”

- Mr. SN Kantharaju, General Manager, Century Club

Enhanced Efficiency

Before the application was installed, all administrative records and POS were being maintained manually. Now the Club has a centralized system which saves time and has increased staff efficiency. The valuable data they gather helps management access reports and statistics, and engage in better decision making, helping the Club enhanced efficiency by 60-70%.

Reduced Manpower

Initially the staff was hesitant to adopt the Membership module. However, now they thrive on the simple application. Information about members can be accessed with just a few clicks of the mouse while POS operations and room booking are simplified. Manpower efficiency has seen an upward climb and the Club now saves 20-30% physical effort.

Access to High Quality Reports

The Membership module offers quality audit reports at POS that facilitate business intelligence and faster decision making.



About IDS NEXT

IDS NEXT, is a global leader in providing ERP and total technology solutions for the Hospitality and Leisure industries. With a track record that spans 26 years, we have earned the trust of over 3200 customers globally, and have with a strong presence in 40 countries across South Asia, Middle East, Asia Pacific and Africa. In India, IDS NEXT is a leader in hospitality technology solutions and has the largest installed software with over 2000 installations. IDS NEXT's clients include Ramada Hotels, ETA Star, Ramee, Sterling, Choice Hotels International, Swissôtel, Aitkens Spence, John Keells Group, Sarovar Hotels & Resorts, ITC Fortune Group, Royal Orchid Hotels, Pride Hotels, and many more.

Our portfolio of capabilities include Product Development, Mobility Solutions, Total Technology Solutions and a range of next generation software products that address every segment of the hospitality industry, including independent hotels, chain hotels, business hotels, resorts, clubs, service apartments, limited service, and restaurants.

For more about us visit <http://idsnext.com/>