

How Organizations Can Leverage Serve Tennis

Sofia Donlevy | Milly Sequera Huss

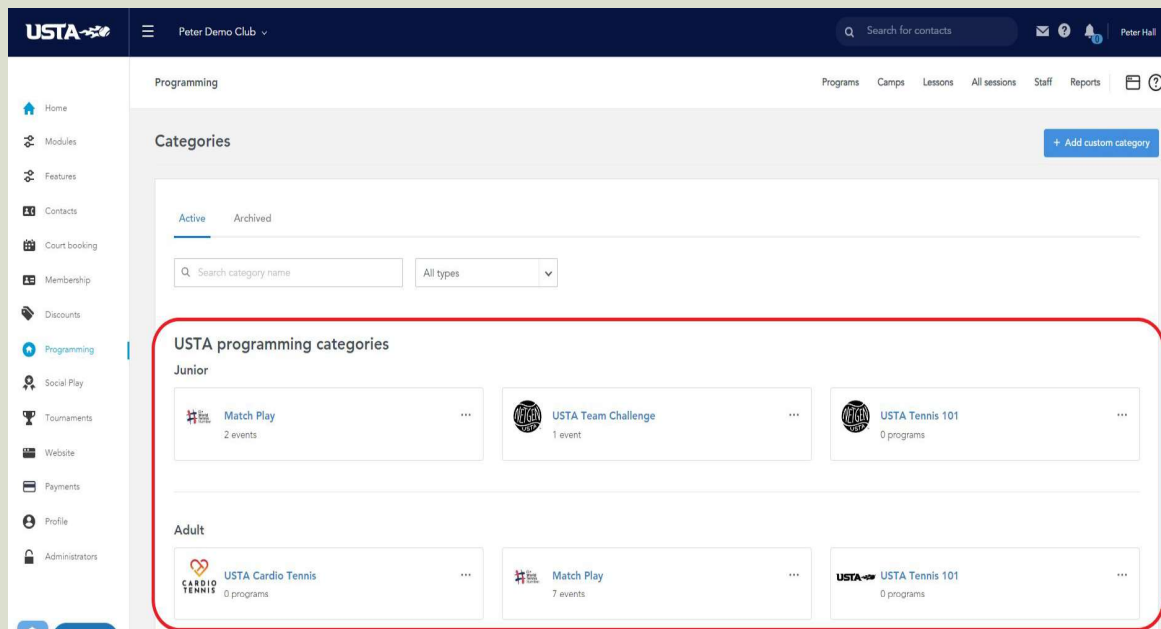


Don't fret - we aren't discussing Tournaments!



Programming Module

Programming Module



Features

- Create custom programming categories
- Full customization of session visibility
- Various session types
 - Single Court, Short Course, etc.,
- Pre-loaded with USTA Products
 - Team Challenge
 - Tennis 101
 - Cardio Tennis
 - WTN Matchplay

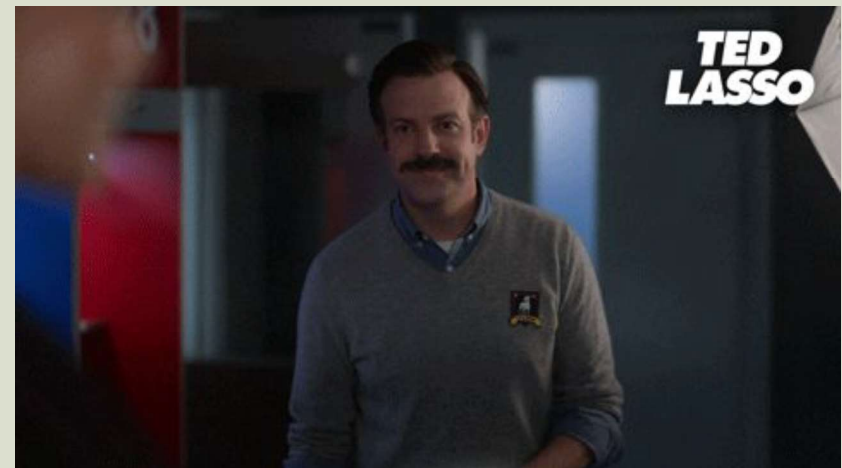
Custom Programs & Camps

Flexibility for additional program types

- Examples could include:
 - Live Ball
 - Red/Orange/Green Ball Classes

Camps

- Different Pricing Options:
 - Full days, Half days, Full weeks, etc.,
- Amenities & Discounts
 - Early drop-off & late pick-up pricing
 - Sibling discounts

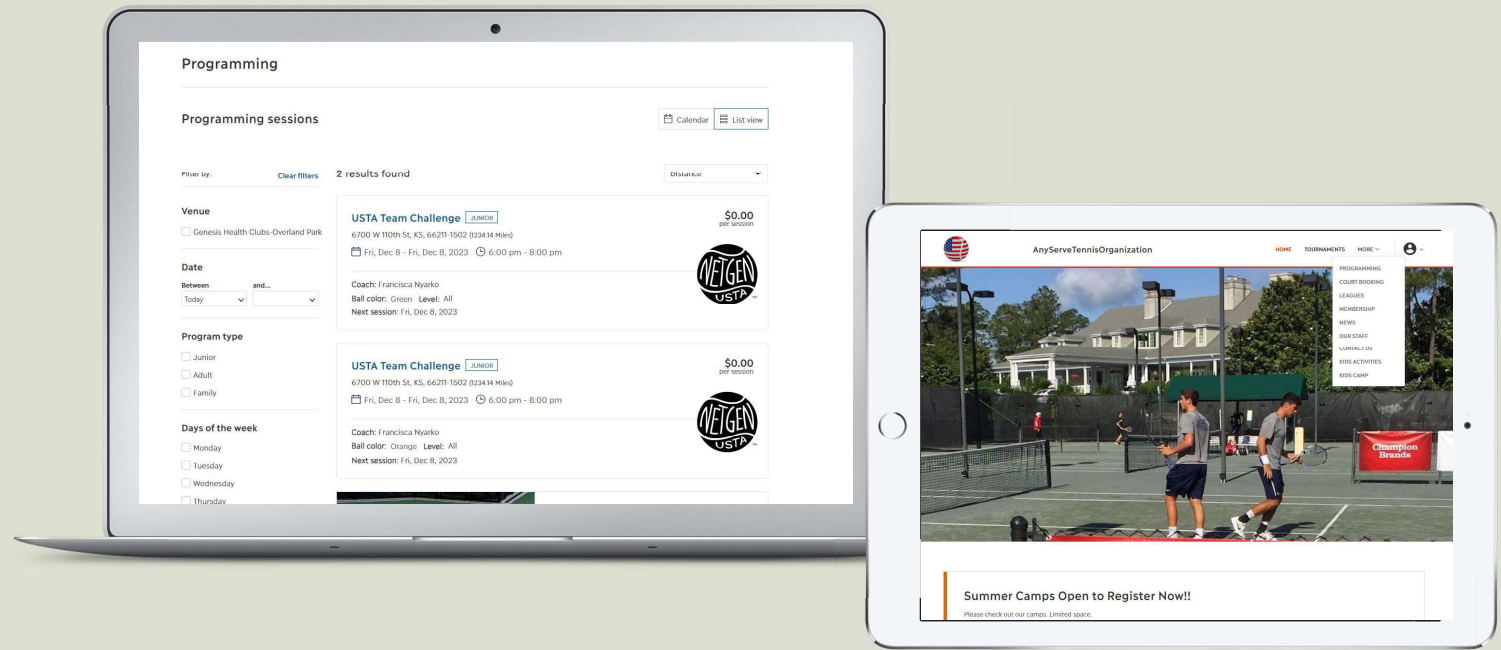


Wait...there's more! We're just getting started!



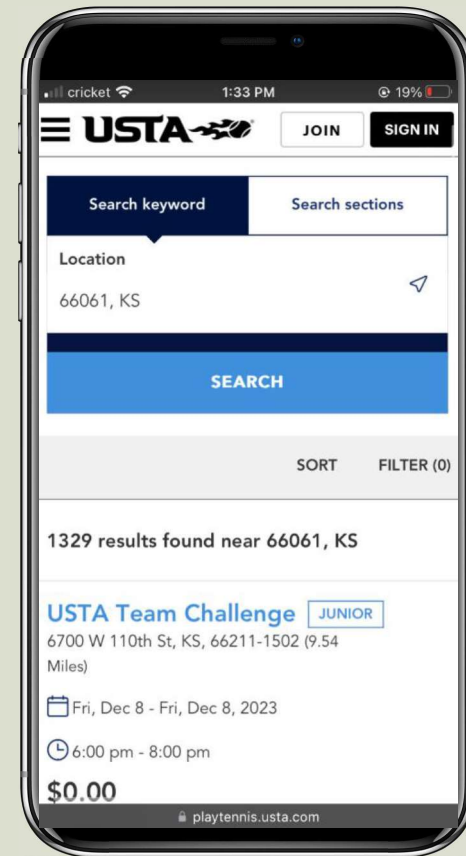
Program Promotion: Your own website!

- Quick & simple website creation
- Programs & camps automatically published online



Program Promotion: National & Section Search

- **Free** promotion on USTA National Program Search page
 - Additional promotion on Southern/Georgia Search page
- 120K+ searches on National Site in 2022
- Access to consumers you wouldn't normally reach with email campaigns, etc.,
- Nearly 21M visits were generated by Consumers to the Serve Tennis platform in 2022 - a 23% increase over 2021's traffic



Additional Program Features

- Waitlist!
- Custom Forms
- Credits & Discounts
- WTN Visibility

Child Test

Doubles t

Second D

ADD CHILD T

Terms and con

Please check t

BACK

You (Peter Hall)

T-Shirt Size

S M L

Have you player tennis before *

Medical

Basket summary

Usta Eastern Demo \$40.00
4 sessions

TEST Elena Club
Sat, Jan 28 - Sat, Feb 18, 2023
10:10 am - 10:40 am
Qty: 1

Credit applied -\$10.00

Promo code applied -\$8.00

US Open 2022

TOTAL COST \$22.00

Remaining credits: \$0.00

I want to use credit this time

Add discount promo code

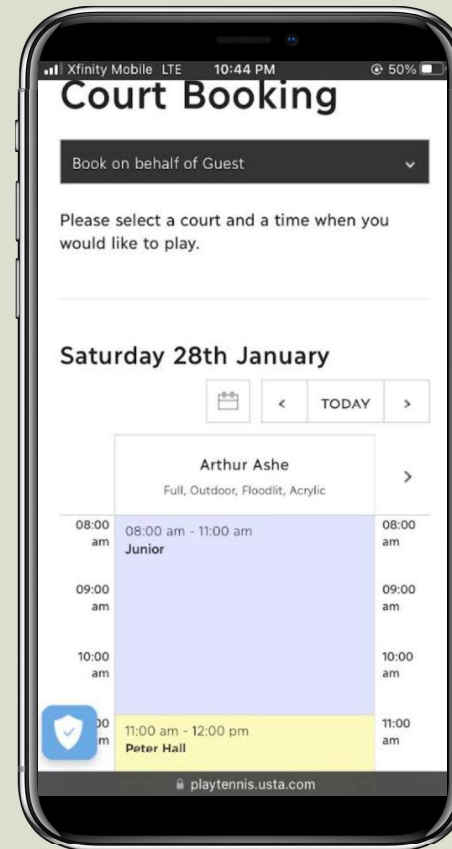
US Open 2022 code applied to order

[Clear discount](#)

Court Booking Module

Court Booking Module

- Multi-Booking Sheets
- Configurable down to the court level
- Process payments for court bookings & guest fees
- Courts are promoted on USTA Player App
- Integration with SmartAccess for court access control




What is SmartAccess?


- SmartAccess involves the installation of coded locks on the facilities entrance gates
- At the time of booking, a player is presented with a **unique code** which grants access to the courts for the duration of the booking
- Two types of locks are available to fit all budgets





USTA


YOUR COURT BOOKING HAS BEEN CONFIRMED.

 Saturday, September 23, 2023

 6:00 PM to 7:00 PM

 Court 3

 peter.hall@clubspark.com

 Peter Hall

Your PIN code

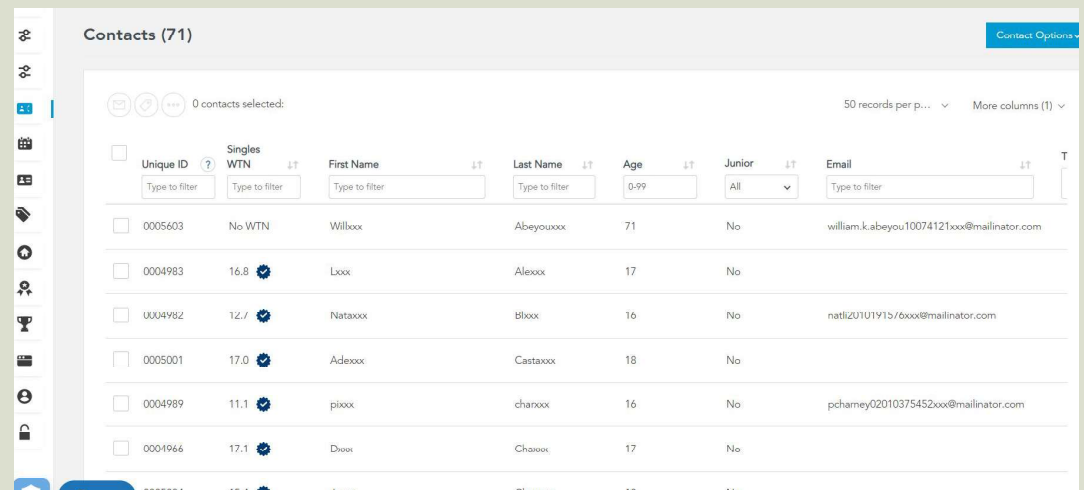
We've generated a unique *PIN* code for your tennis session at The Grove Community Church. Simply type your code into the keypad at the entry gate to gain access to the venue.

***080037**

Contacts Module

Contacts Module

- CRM for all your contacts
- Automatically added
- Singles & Doubles WTN displayed
- Filtered columns
- Easy export data
- Email contacts directly
- Tags can be added to players



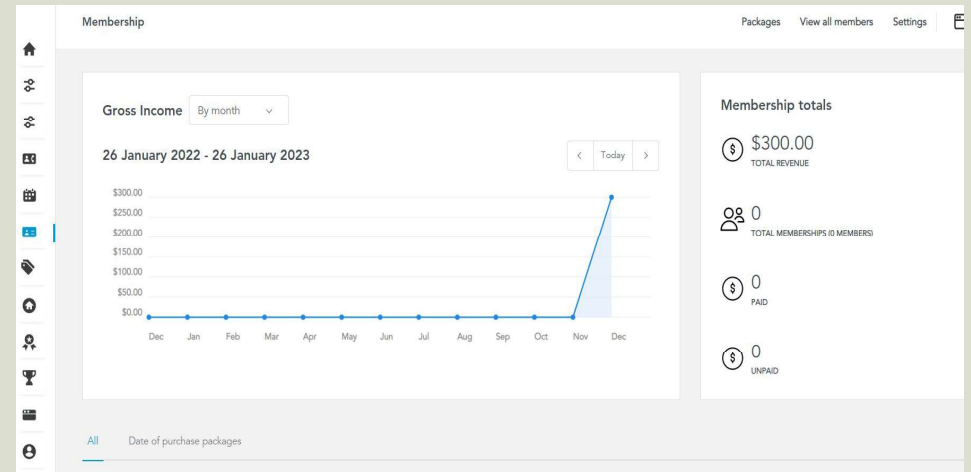
The screenshot displays the 'Contacts (71)' interface. It features a table with the following columns: Unique ID, Singles WTN, First Name, Last Name, Age, Junior, and Email. The table contains several rows of contact data, including names like Willxxx, Alexxxx, Nataxxx, Castaxxx, and Charxxx, along with their respective ages and junior status. The interface also includes a search bar, a '0 contacts selected' indicator, and a '50 records per page' dropdown menu.

Unique ID	Singles WTN	First Name	Last Name	Age	Junior	Email
0005603	No WTN	Willxxx	Abeyouxxx	71	No	william.k.abeyou10074121xxx@mailinator.com
0004983	16.8	Lxxx	Alexxx	17	No	
0004982	12.7	Nataxxx	Blxxx	16	No	nattiz010191576xxx@mailinator.com
0005001	17.0	Adexxx	Castaxxx	18	No	
0004989	11.1	plxxx	charxxx	16	No	pcharney02010375452xxx@mailinator.com
0004966	17.1	Dxxx	Charxxx	17	No	

Membership Module

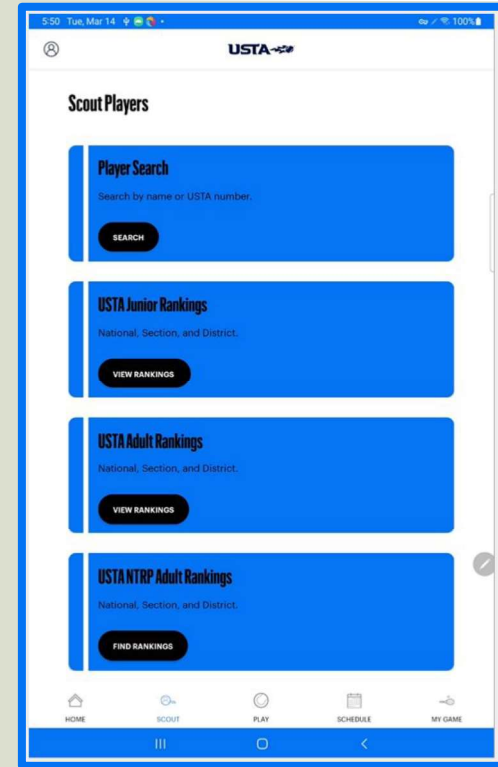
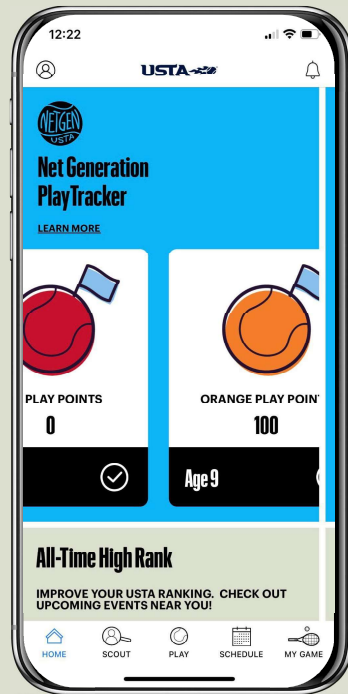
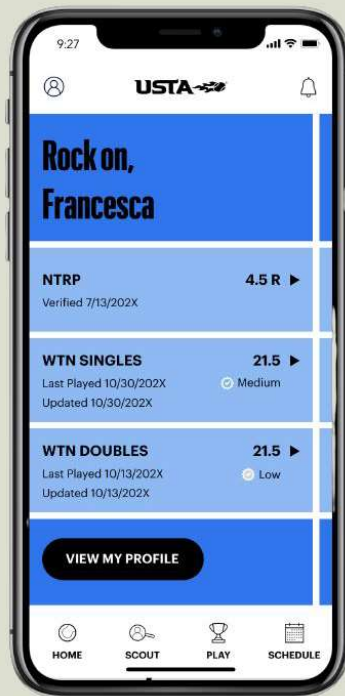
Membership Module

- Collect memberships based on specified terms
- Automatic renewal reminders
- Multiple ways to collect payments
- Various membership types
- Dashboard overview of payments collected



USTA Apps

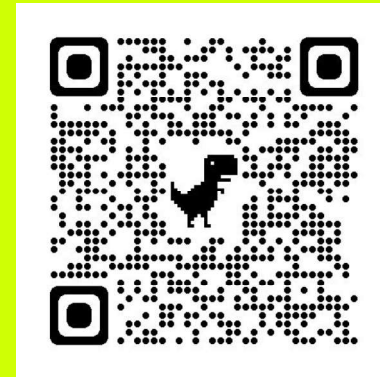
“USTA Tennis” Player App



Download Now!

<http://usta.com/ustatennis-apple>

<http://usta.com/ustatennis-android>



Apple

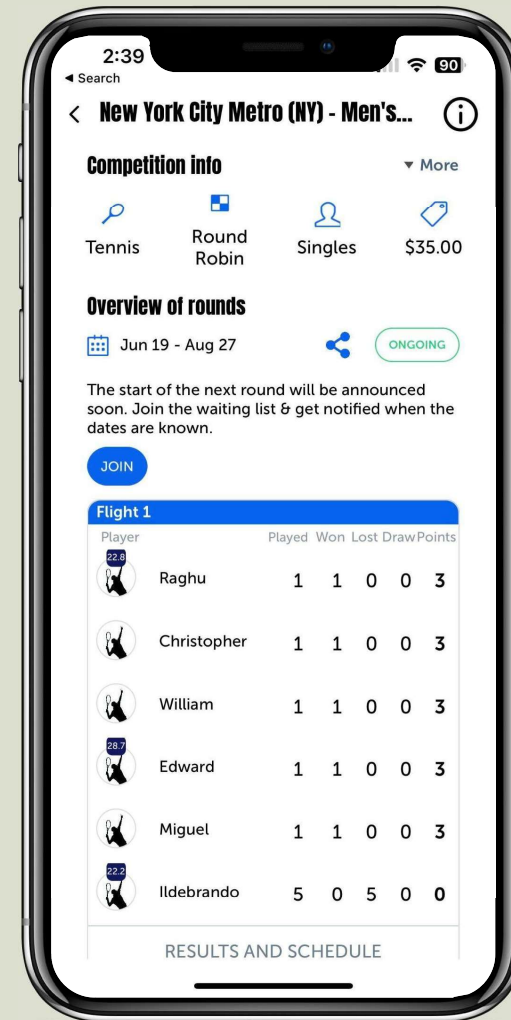


Android

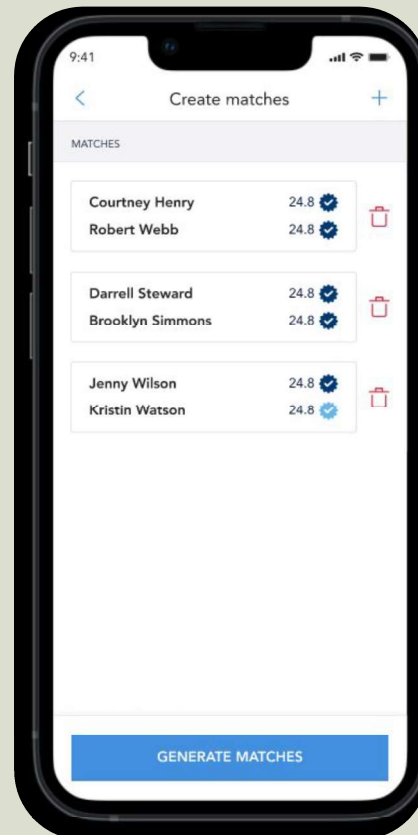
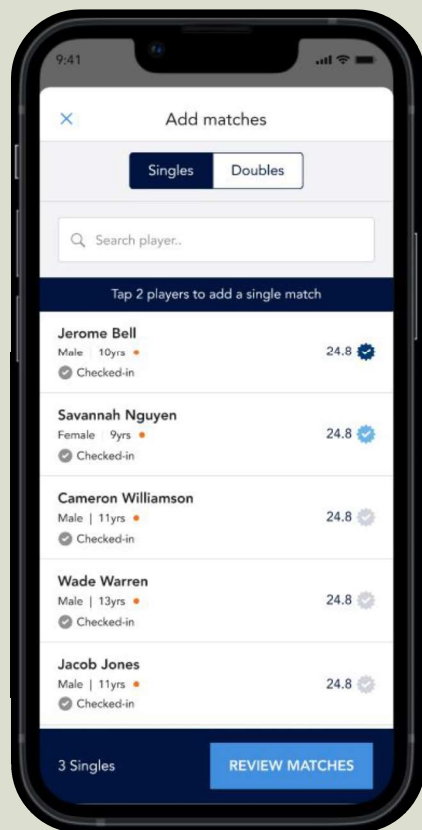
USTA 

USTA Flex

- What is USTA Flex?
 - Singles and Doubles flex leagues that group players into flights by WTN.
 - Players complete matches during their season at their convenience!
 - Ladders are also available
- All WTN (and WTN logic) integrated
- Currently piloting in 4 Sections for Adults
- Juniors launching this Fall
 - **Pending Digital roadmap and SafePlay sign-off*



WTN Match Play



- Create program via Serve Tennis Programming Module, run on USTA Serve app
- Free & flexible mobile app for singles & doubles matchplay
- Generate round robins or individual matches
- Easy facilitation of level based play via WTN, that allows organizers flexibility to run how they see fit
- Offerings: Orange, Green & Yellow
 - *Orange doesn't count towards WTN*

A close-up photograph of a tennis player's hand holding a black tennis racket. The racket is filled with a large quantity of tennis balls, each featuring a bright orange half and a light green half. The player is wearing a white wristband on their left hand. The background is a blurred grey surface, likely a tennis court.

Thank you & Questions?

USTA 