How Organizations Can Leverage Serve Tennis

Sofia Donlevy | Milly Sequera Huss
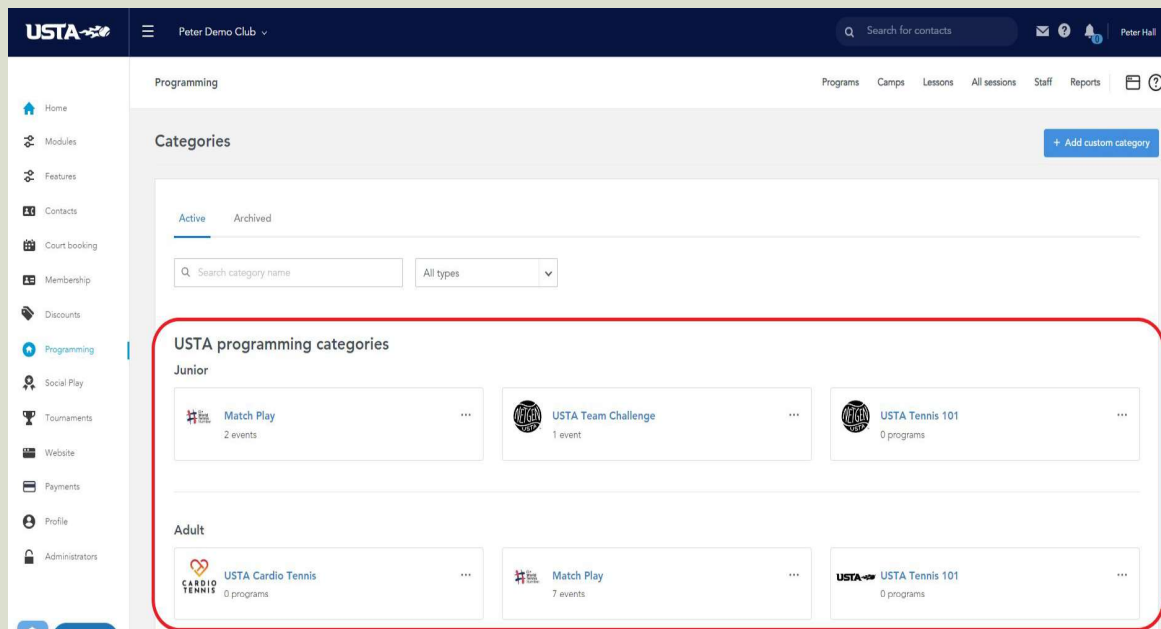
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Don't fret - we aren't discussing Tournaments!

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
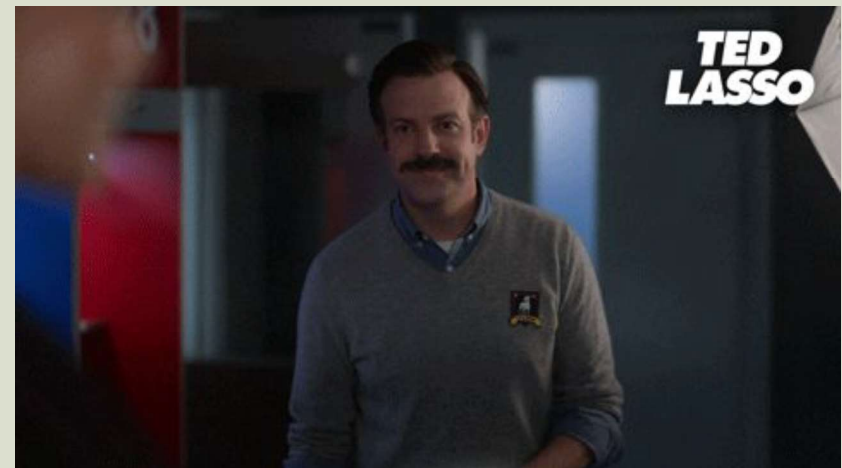 - Tennis 101
  - Cardio Tennis
  - WTN Matchplay

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
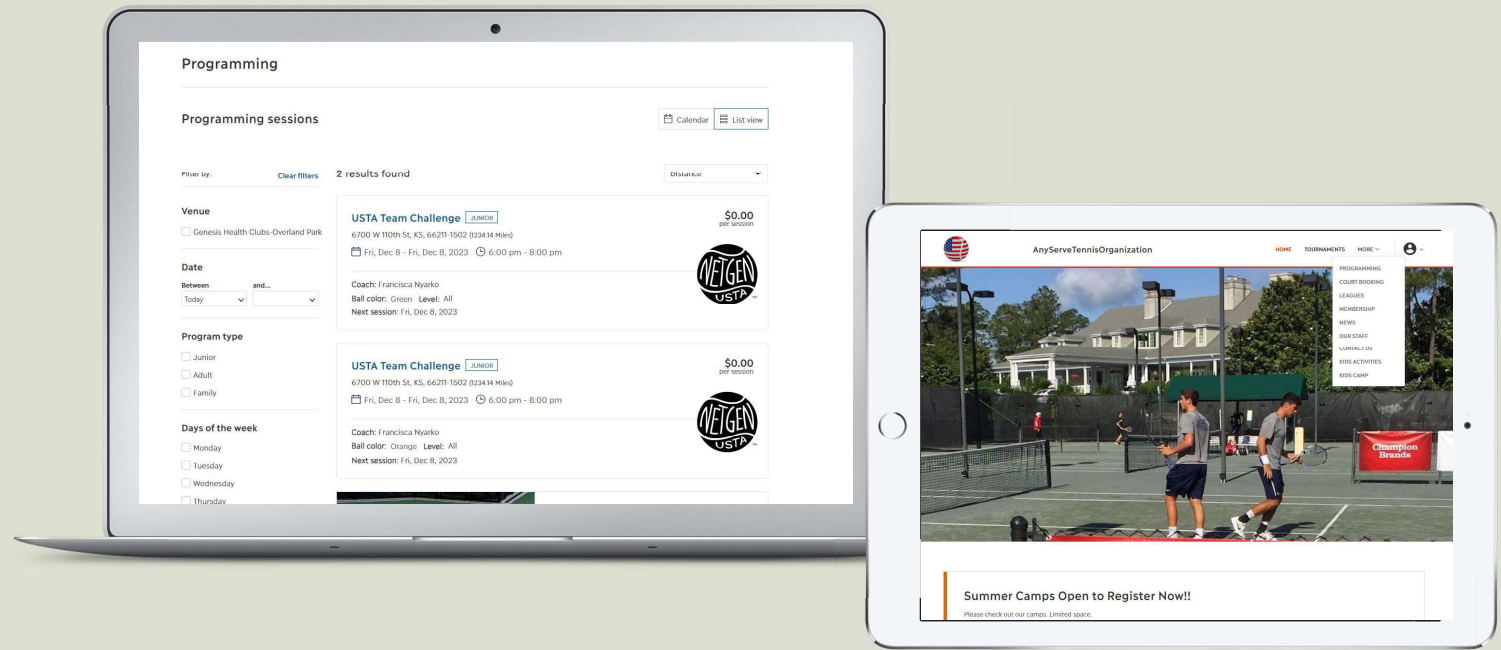 - Early drop-off & late pick-up pricing
  - Sibling discounts

# 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
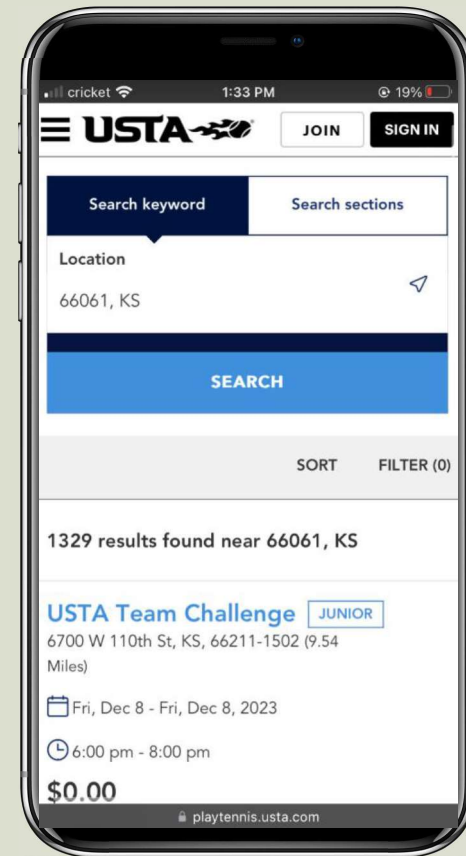
Additional Program Features

- Waitlist!

- Custom Forms

- Credits & Discounts

- WTN Visibility

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
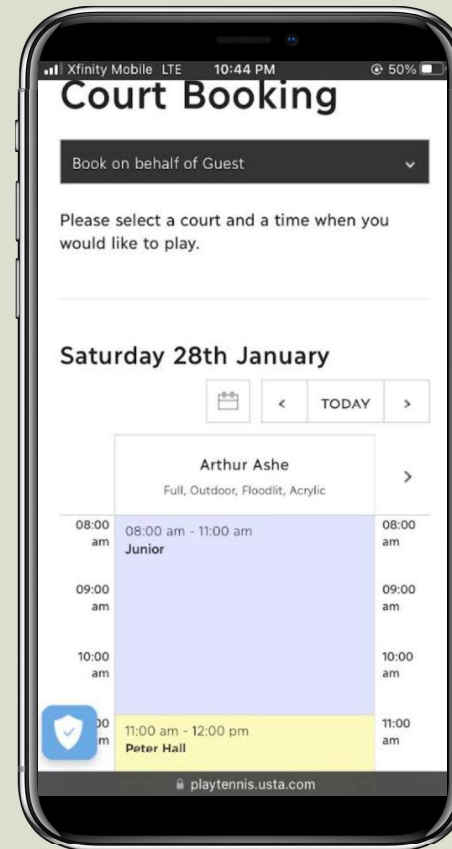
What is SmartAccess?

- 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

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YOUR COURT BOOKING HAS BEEN CONFIRMED.

Saturday, September 23, 2023

6:00 PM to 7:00 PM

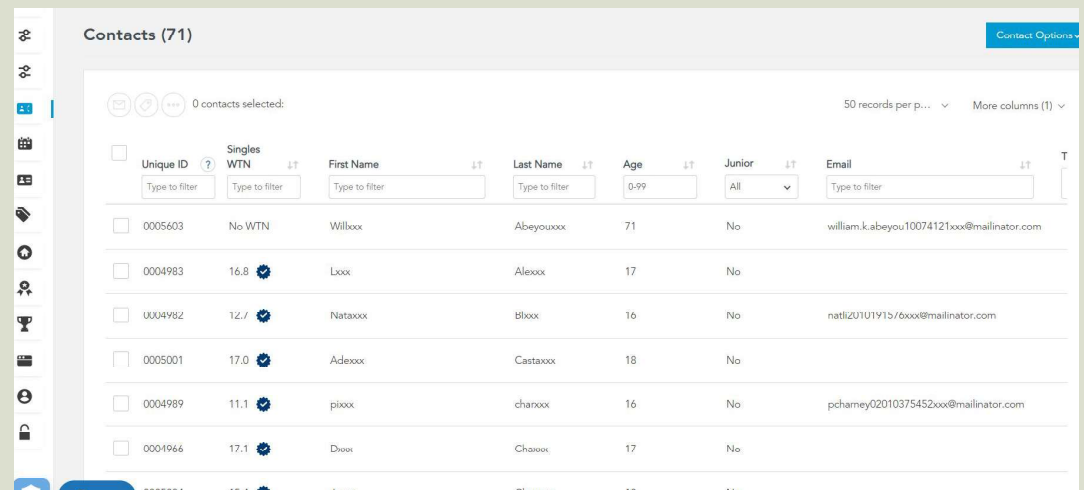Court 3

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

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Contacts Module

Contacts Module

- CRM for all your contacts

- Automatically added

- Singles & Doubles WTN displayed

- Filtered columns

- Easy export data

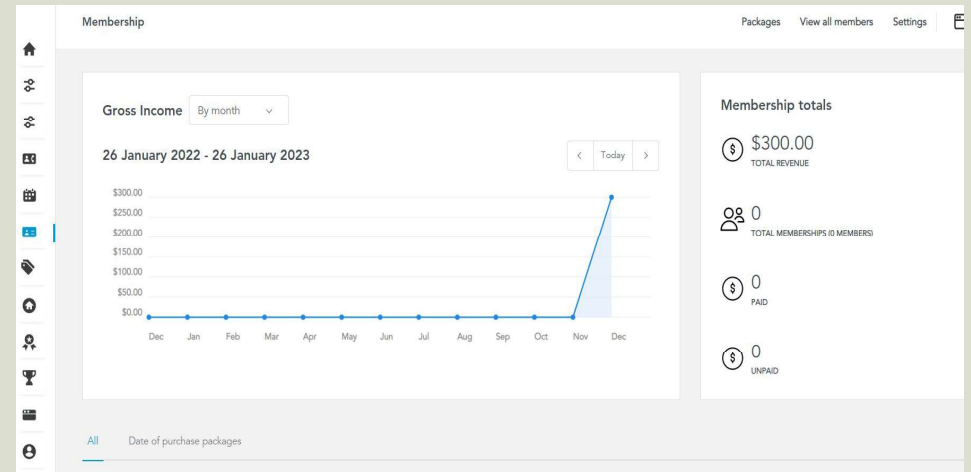- Email contacts directly

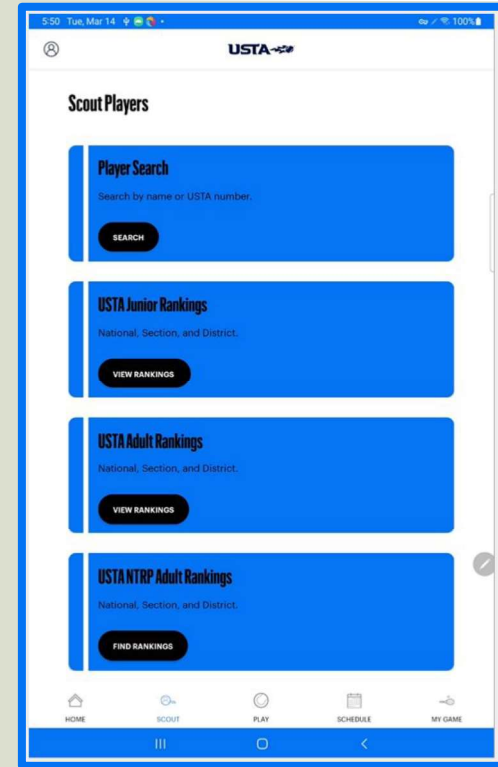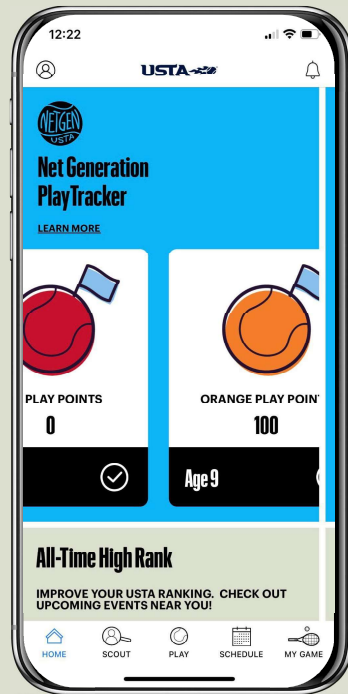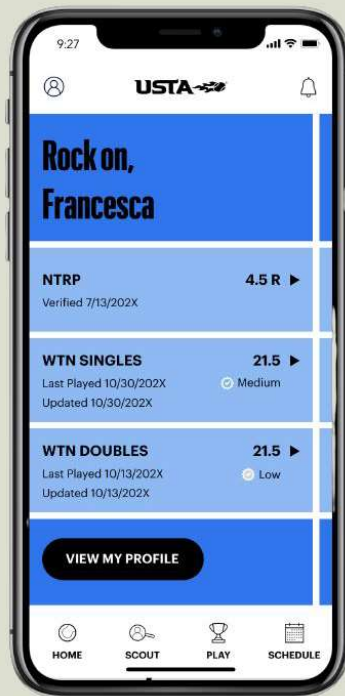- Tags can be added to players

Membership Module

Membership Module

- Collect memberships based on specified terms

- Automatic renewal reminders

- Multiple ways to collect payments

- Various membership types

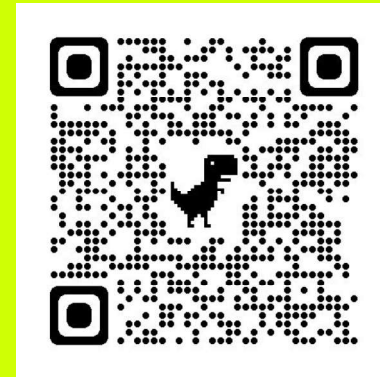- Dashboard overview of payments collected

USTA Apps

"USTA Tennis" Player App

Download Now!

http://usta.com/ustatennis-apple

http://usta.com/ustatennis-android

App Store   Google Play

Apple

Android

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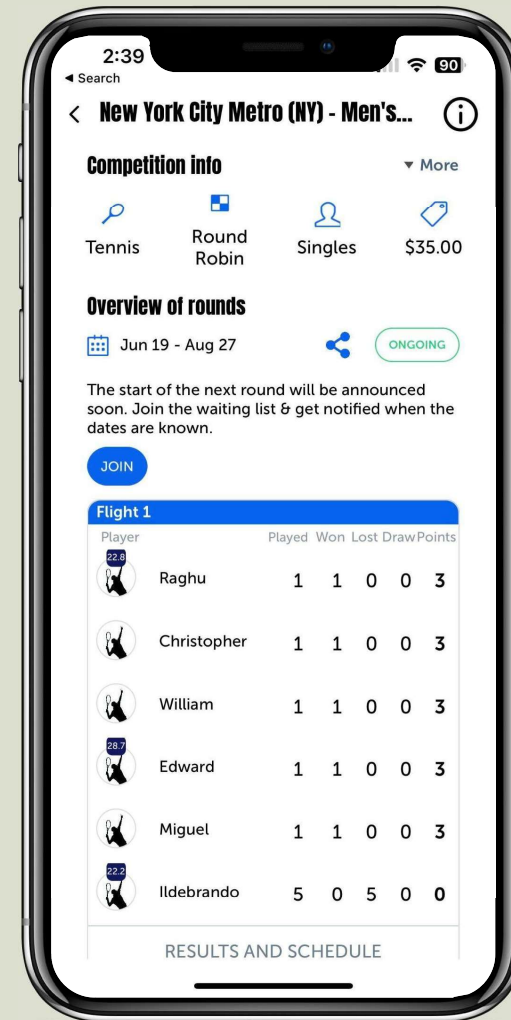
WTN Match Play
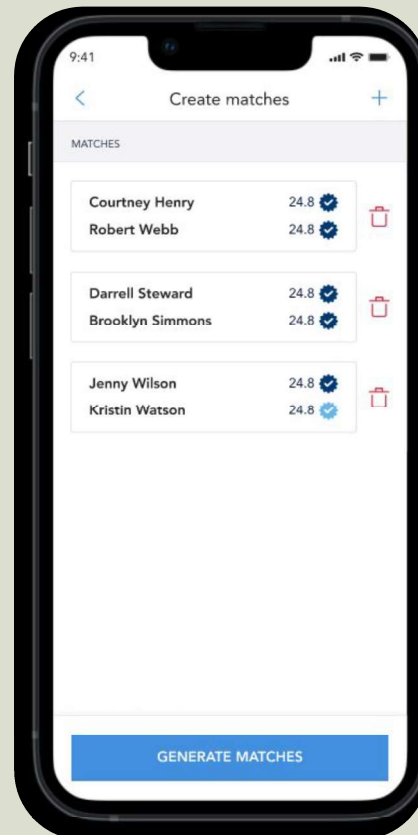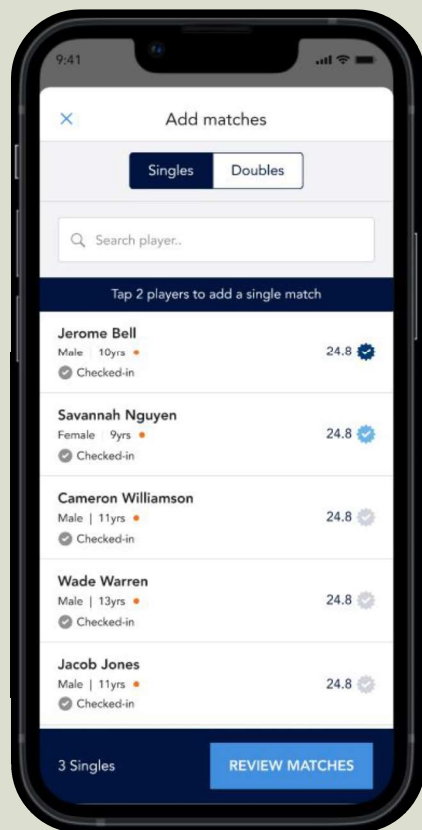
- Create program via Serve Tennis Programming Module, run on USTA Serve app
- Free & flexible mobile app for singles & doubles matchplay
- Generate round robins or individual matches
- Easy facilitation of level based play via WTN, that allows organizers flexibility to run how they see fit
- Offerings: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

Thank you & Questions?