

Serve Tennis


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What is Serve Tennis

- USTA's Digital Platform
- Automates administrative processes
- Club management tools

The screenshot shows the USTA Serve Tennis digital platform interface. At the top, there is a navigation bar with the USTA logo and several menu items: PLAY, SAFE PLAY, COACH & ORGANIZE, ABOUT USTA, PRO, and NEWS. A SIGN OUT button is located in the top right corner. The main content area is titled "Access Serve Tennis" and features two buttons: "Organizations" (highlighted in blue) and "Schools". Below this, the heading "Choose an organization to manage" is followed by a sub-heading "Organization not listed?". Underneath, there is a list of organizations, with "USTA Southern" being the only one visible. The details for "USTA Southern" include the address "5685 Spalding Dr, Norcross, US-GA, 30092-2504" and the status "None". A "MANAGE" button is positioned to the right of the organization details. At the bottom, there are links for "Activate your organization", "Linking an organization for serve tennis", and "How to link your account to an organization (video)".

USTA  [PLAY](#) [SAFE PLAY](#) [COACH & ORGANIZE](#) [ABOUT USTA](#) [PRO](#) [NEWS](#) [SIGN OUT](#)

Access Serve Tennis

[Organizations](#) [Schools](#)

Choose an organization to manage

In order to access the tools and tournament resources within Serve Tennis, your account must be linked to an organization.

USTA Southern 5685 Spalding Dr, Norcross, US-GA, 30092-2504 None	MANAGE
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Organization not listed?

[Activate your organization](#)
[Linking an organization for serve tennis](#)
[How to link your account to an organization \(video\)](#)

Not looking for Serve Tennis?

Website Module

Website Module

Features

- Venue Information
- Using Images
- Cover & Gallery Photos + Partner Logo
- Important Information Banner
- Tips

Create your custom website



Quickly and easily build a custom website that works across all desktop and mobile devices. Create custom pages, news articles and more, plus edit and add content through our easy to use content management system.

Programming Module

Programming Module

The screenshot displays the USTA Programming Module interface. The top navigation bar includes the USTA logo, a user profile for Peter Demo Club, a search bar for contacts, and notification icons. The main content area is titled 'Programming' and features a sub-header 'Categories' with an '+ Add custom category' button. Below this, there are tabs for 'Active' and 'Archived', a search input for category names, and a dropdown for 'All types'. The main content is divided into two sections: 'Junior' and 'Adult'. The 'Junior' section lists three categories: 'Match Play' (2 events), 'USTA Team Challenge' (1 event), and 'USTA Tennis 101' (0 programs). The 'Adult' section lists three categories: 'USTA Cardio Tennis' (0 programs), 'Match Play' (7 events), and 'USTA Tennis 101' (0 programs). A red rounded rectangle highlights the 'USTA programming categories' section.

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

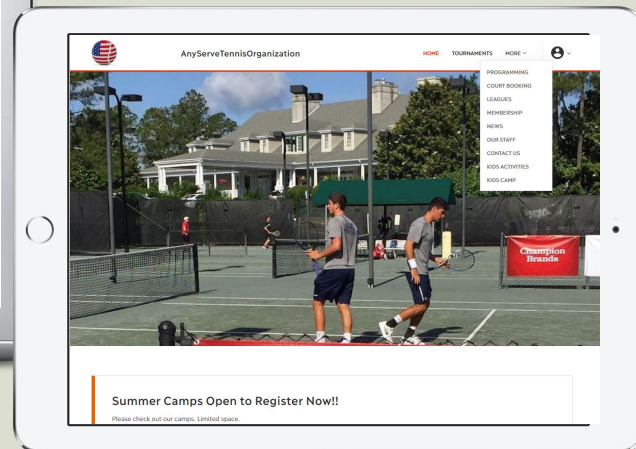
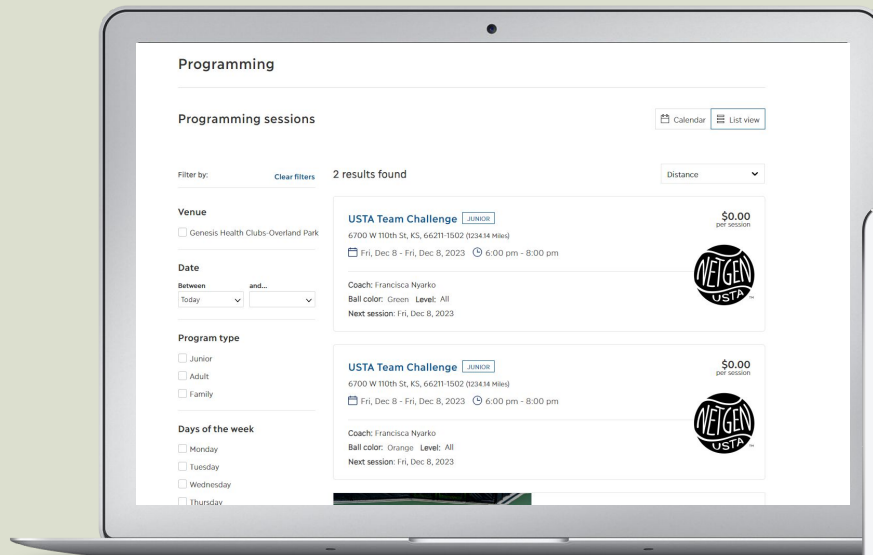
Camps

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



Program Promotion: Your own website!

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



Additional Program Features

- Waitlist!
- Custom Forms
- Credits & Discounts
- WTN Visibility
- Red Ball Category

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 Intro

The screenshot displays the USTA Customer Service Club dashboard. At the top, there is a dark blue header with the USTA logo, a hamburger menu, and the text "Customer Service Club". On the right side of the header, there is a search bar labeled "Search for contacts", and icons for email, help, and notifications. Below the header, the main content area is titled "Customer Service Club". A sub-header reads: "Save hours of administration by using this software to manage and promote your programs, coaching, camps, memberships and courts. You can optionally take payments online and build a website that integrates all these features in one place for your customers." To the right of this text, a white box displays the "Account number CS042499". A light blue notification box contains the text: "USTA Suspends Events: Due to the coronavirus pandemic, the USTA has decided to suspend all USTA-sanctioned events (including Team Challenge) through April 20. For more information and support with how this impacts your use of Serve Tennis find out more [here](#)." The left sidebar features a vertical list of icons. The icon for "Promote and manage your organization" is circled in yellow. Below this icon, the text "Promote and manage your organization" is displayed. Underneath, there are four menu items arranged in a 2x2 grid: "Court Booking", "Membership", "Programming", and "Website management". At the bottom of this grid are "Contact management" and "Profile".

USTA

Customer Service Club

Search for contacts

Play Admin

Customer Service Club

Save hours of administration by using this software to manage and promote your programs, coaching, camps, memberships and courts. You can optionally take payments online and build a website that integrates all these features in one place for your customers.

Account number
CS042499

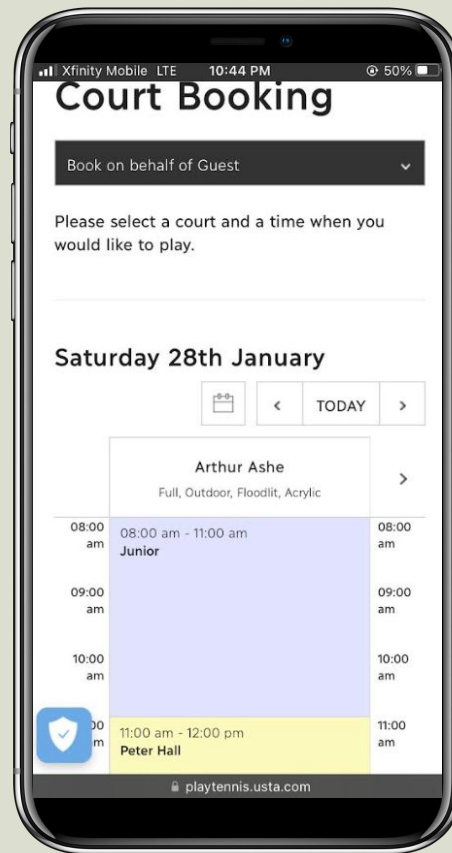
USTA Suspends Events: Due to the coronavirus pandemic, the USTA has decided to suspend all USTA-sanctioned events (including Team Challenge) through April 20. For more information and support with how this impacts your use of Serve Tennis find out more [here](#).

Promote and manage your organization

- Court Booking
- Membership
- Programming
- Website management
- Contact management
- Profile

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

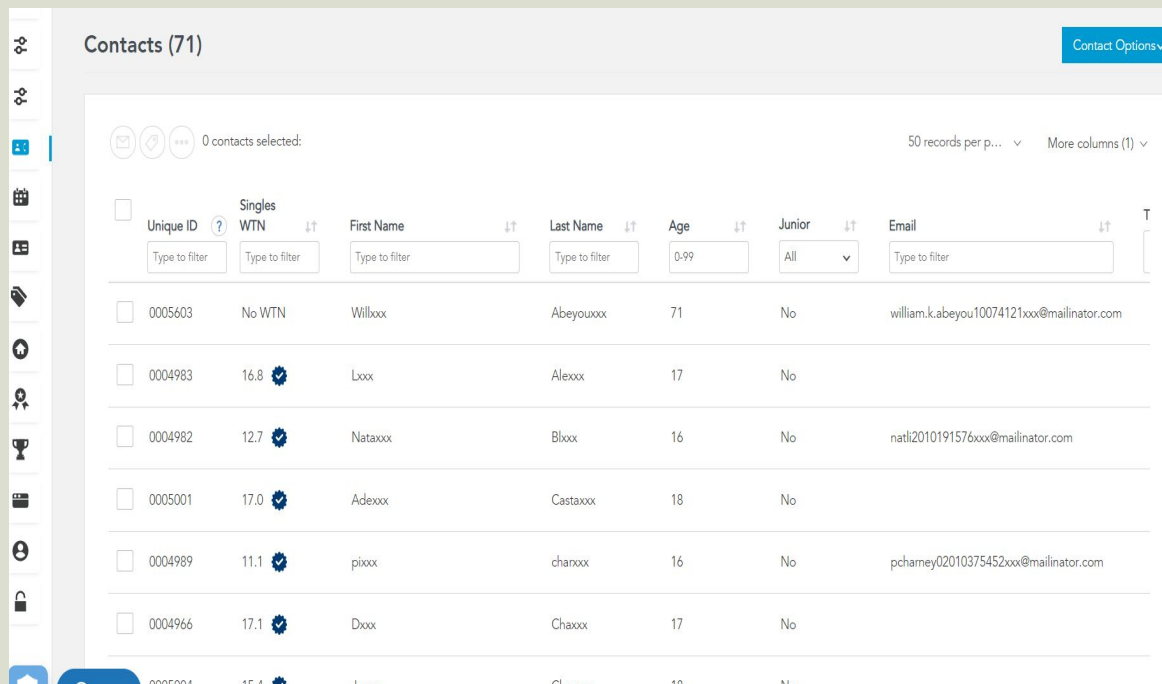
We've generated a unique *PIN* code for your tennis session at The Grove Community Church. Simply type your code into the keypad at the entry gate to gain access to the venue.

***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



Contacts (71) Contact Options

0 contacts selected: 50 records per page More columns (1)

<input type="checkbox"/>	Unique ID [?]	Singles WTN [?]	First Name	Last Name	Age	Junior	Email
<input type="checkbox"/>	0005603	No WTN	Willxxx	Abeyouxxx	71	No	william.k.abeyou10074121xxx@mailinator.com
<input type="checkbox"/>	0004983	16.8	Lxxx	Alexxx	17	No	
<input type="checkbox"/>	0004982	12.7	Nataxxx	Blxxx	16	No	nati2010191576xxx@mailinator.com
<input type="checkbox"/>	0005001	17.0	Adexxx	Castaxxx	18	No	
<input type="checkbox"/>	0004989	11.1	pixxx	chanxx	16	No	pcharney02010375452xxx@mailinator.com
<input type="checkbox"/>	0004966	17.1	Dxxx	Chaxxx	17	No	
<input type="checkbox"/>	0005004	15.4	Jaxxx	Claxxx	18	No	

Contacts Module

<input type="checkbox"/>	Unique ID WTN	Singles WTN	First Name	Last Name	Age	Junior	Email	Tags	Registered	Unsubscribed	Consents
<input type="checkbox"/>	0022397	27.8	Roxee	Blackbeew	56	No		ACS	No	No	
<input type="checkbox"/>	0022396	21.3	Marie Faxon	Barroox	20	No	marie@2010682035wo@mailinator.com	HOLIDAY GAMES ACS	No	No	
<input type="checkbox"/>	0022398	20.0	AIDA MAlex	MITRAxox	17	No	aida@2010682035wo@mailinator.com	ACS	No	No	

- Filter to find a contact, search by name, gender, email, tags, sort by WTN, etc.

<input type="checkbox"/>	Unique ID WTN	Singles WTN	First Name	Last Name	Age	Junior	Email	Tags	Registered	Unsubscribed	Consents
<input type="checkbox"/>											

- View a contacts information by clicking on their name. Player detail including email, phone number, date of birth, emergency contact, and their WTN.
 - For information on WTN, see [ITF World Tennis Number FAQs](#)

Contact info

Name AIDA MAlex MITRAxox	Gender Female	Date of birth Tuesday, November 5, 2004	Mobile number Not set
Phone number Not set	Email	Default emergency name Not set	Default emergency phone number
Address details 22437-2141			

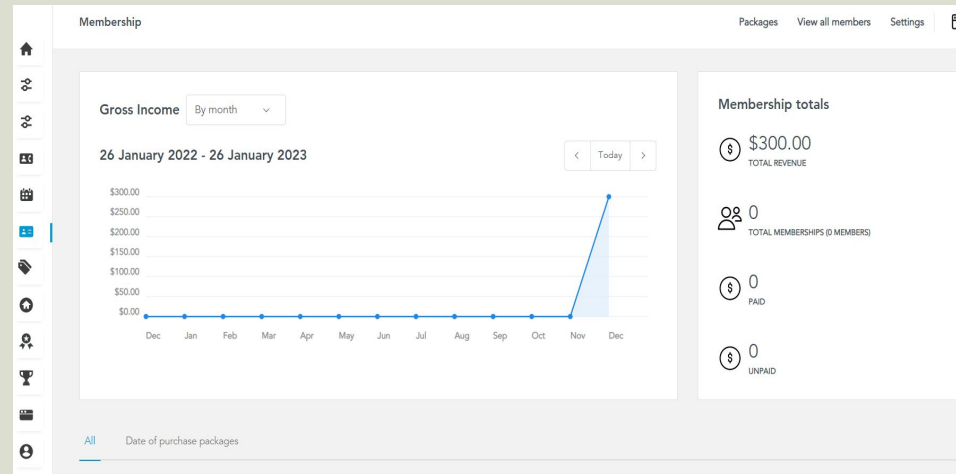
World Tennis Number

The logo features a circular graphic with a red-to-blue gradient. The number '20.0' is prominently displayed in the center, with the ITF logo below it. The circular graphic is divided into segments with numbers: 18.7, 19.2, 19.4, 19.6, 19.8, 20.0, 20.2, 20.4, 20.6, 20.8, 21.0, 21.2, 21.4, 21.6, 21.8, 22.0.

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



Membership Summary Page

Gross Income

By month ▼

Daily

16 January 20

018



Today



\$1.00

\$0.00

Membership totals



\$0.00

TOTAL REVENUE



0

TOTAL MEMBERSHIPS (0 MEMBERS)



0

PAID



0

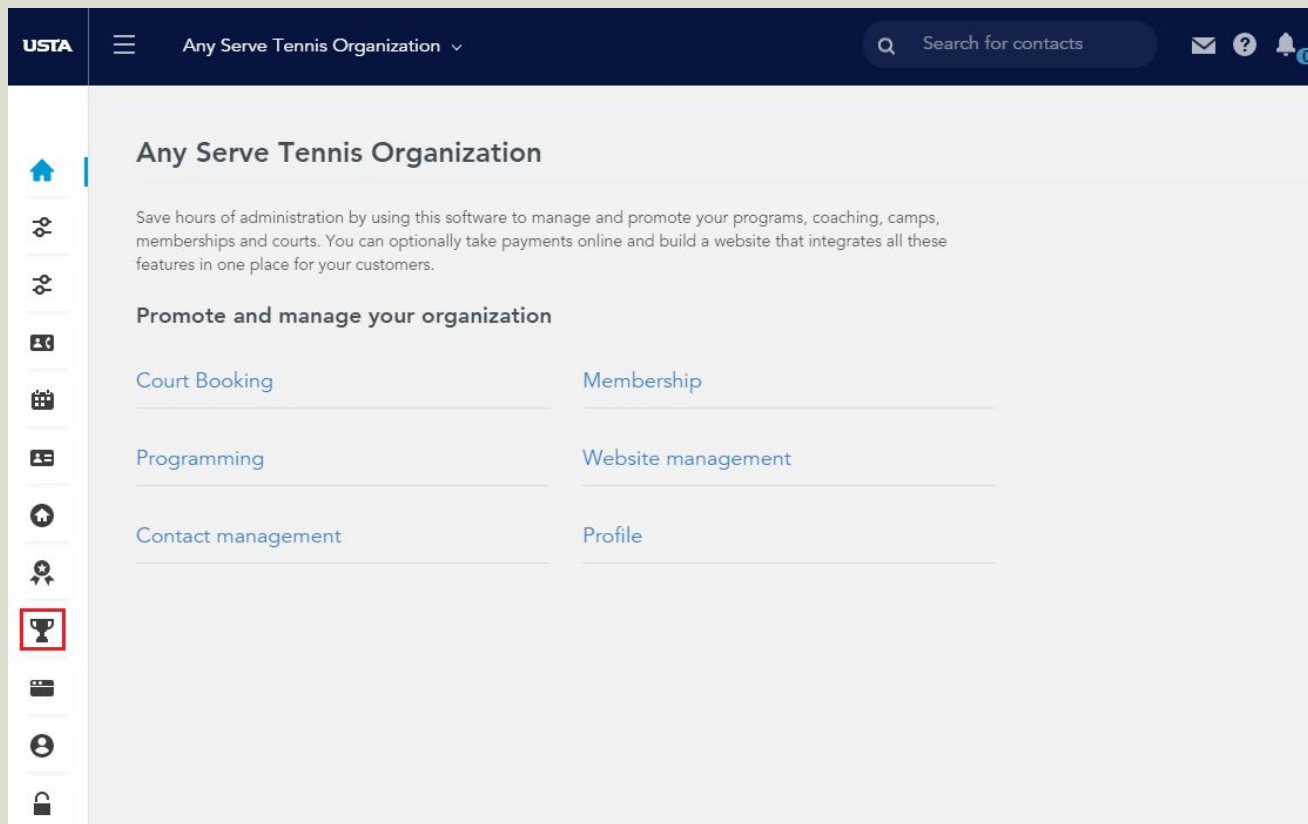
UNPAID

Tournament Module

Tournament Module

Features

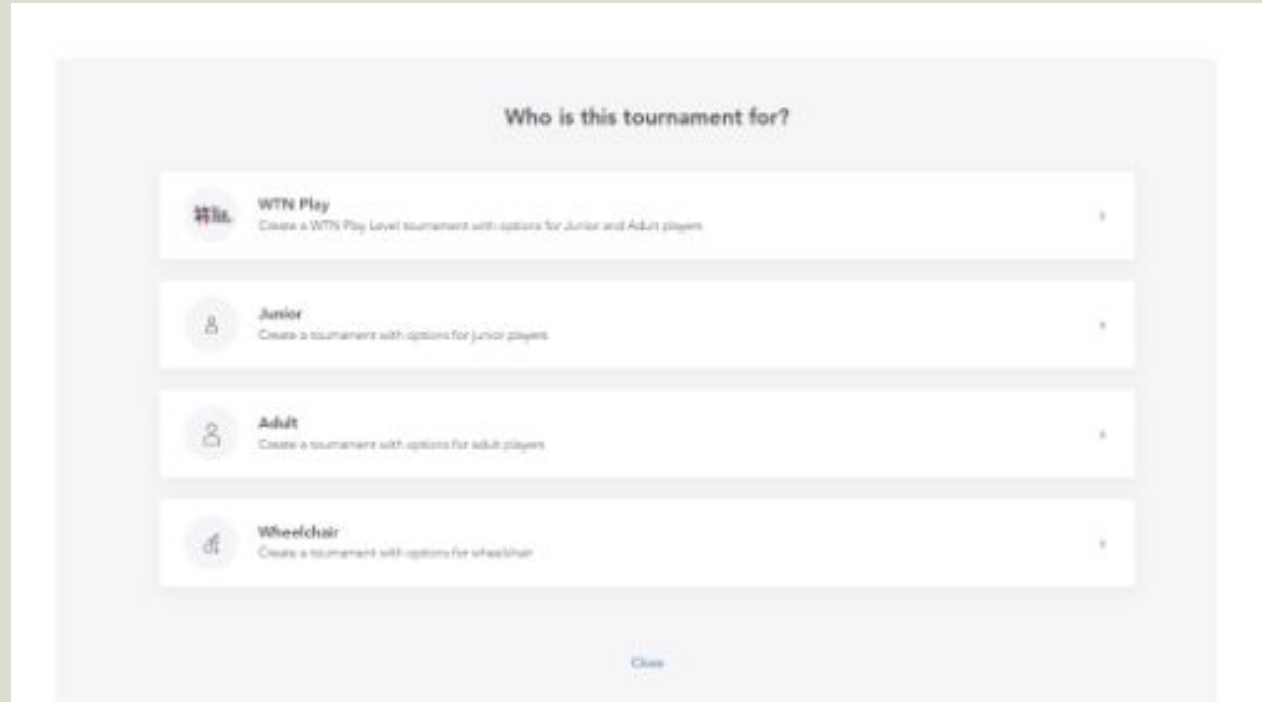
- Ability to host sanctioned and unsanctioned tournaments
- Tournament Desk with the ability to download players rankings/ratings to use for seeding depending on the tournament



The screenshot displays the USA Tennis organization dashboard. The top navigation bar includes the USA logo, a hamburger menu, the text "Any Serve Tennis Organization", a search bar with the placeholder "Search for contacts", and notification icons for email, help, and a user profile. The main content area is titled "Any Serve Tennis Organization" and contains a descriptive paragraph: "Save hours of administration by using this software to manage and promote your programs, coaching, camps, memberships and courts. You can optionally take payments online and build a website that integrates all these features in one place for your customers." Below this is a section titled "Promote and manage your organization" with a grid of links: "Court Booking", "Membership", "Programming", "Website management", "Contact management", and "Profile". On the left sidebar, a vertical list of icons is shown, with the trophy icon (representing tournaments) highlighted by a red square.

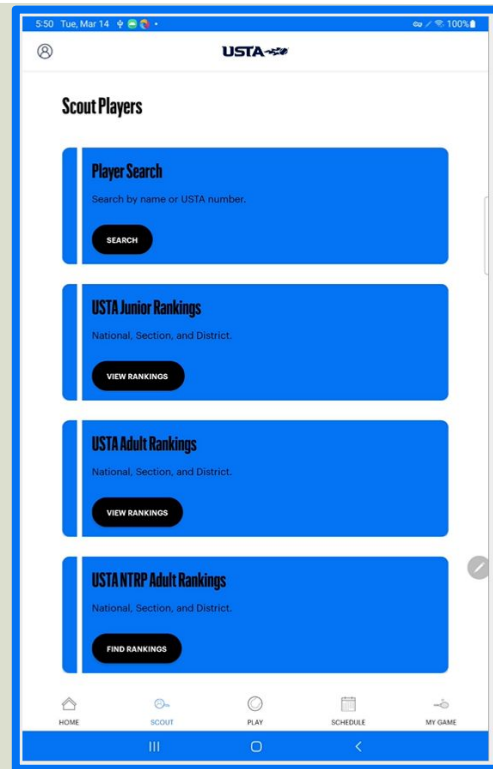
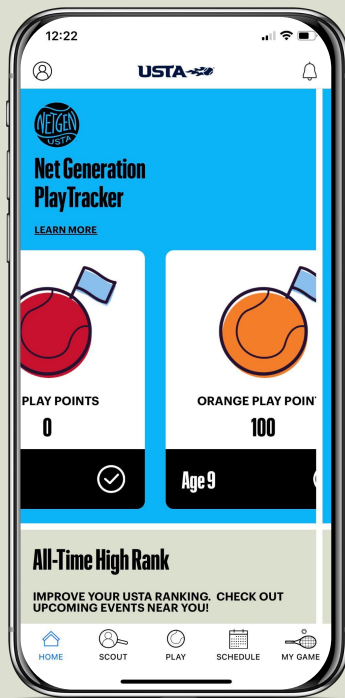
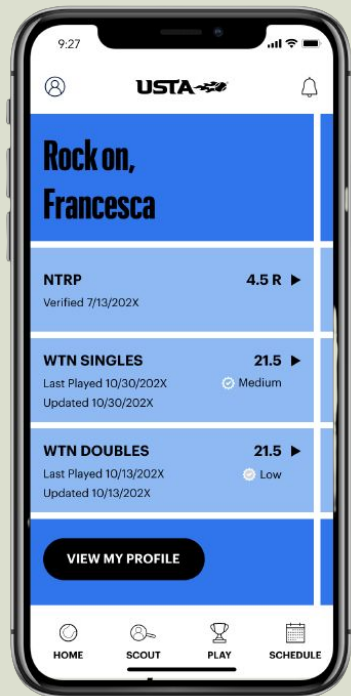
Tournament Module

- Ability to host WTN play, junior, adult and wheelchair events
- Contact your state office if you would like to become a Georgia Approved Tournament Director



USTA Apps

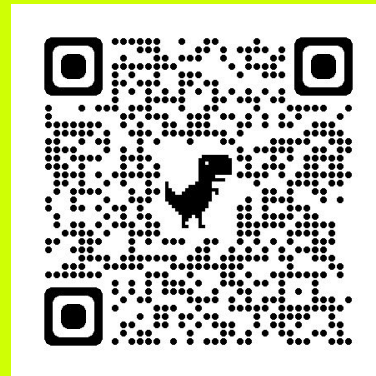
“USTA Tennis” Player App



Download Now!

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

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



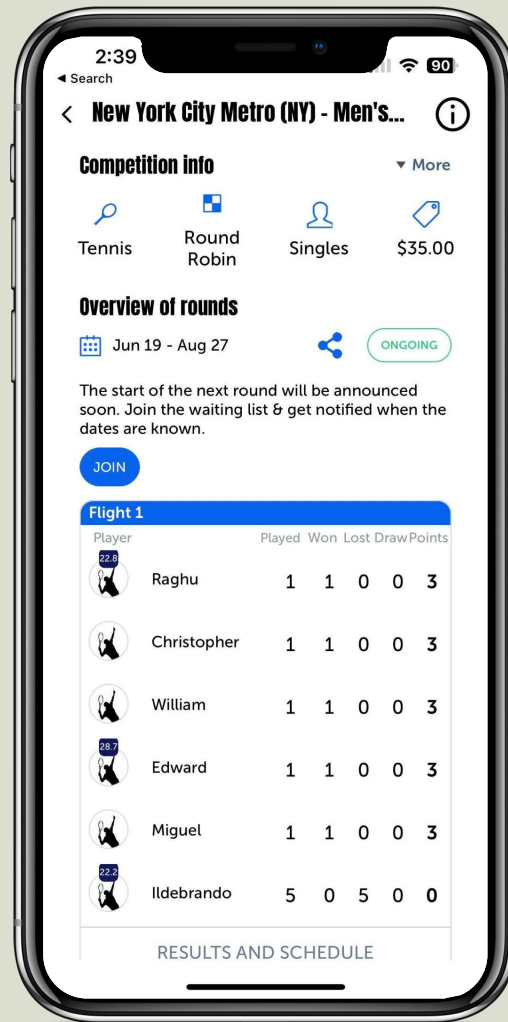
Apple



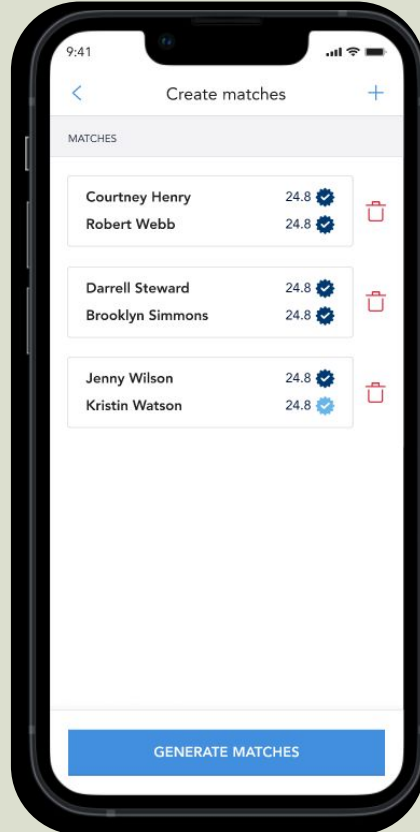
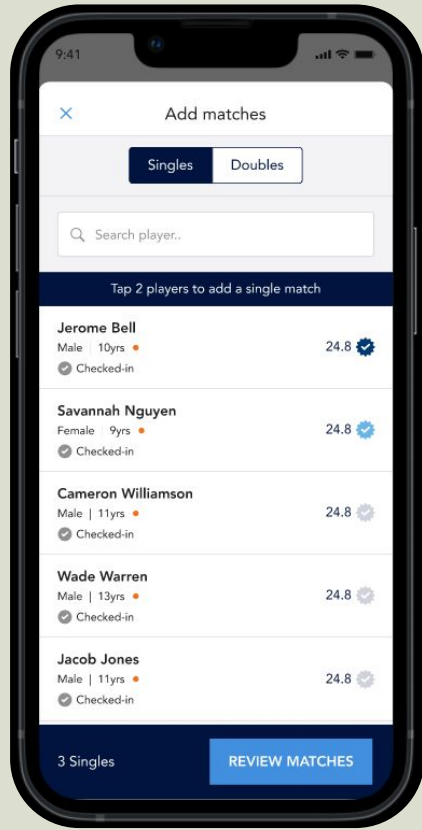
Android

USTA Flex

- What is USTA Flex?
 - Singles and Doubles flex leagues that groups 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 in 11 Sections and 75 cities for Adults
- Juniors launching end of Q1
 - **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*

Summary

Discussed the following Serve Tennis Modules:

- Website Module
- Programming Module
- Court Booking Module
- Contacts Module
- Membership Module
- Tournament Module

USTA Apps

- WTN Match Play
- USTA Flex

The screenshot displays the USTA website's navigation and a promotional banner for the Serve Tennis Management Software. The navigation bar includes links for USTA SITES, USTA SECTIONS, a location search field, a language selector (Español), and a search bar. The main navigation menu features links for PLAY, IMPROVE, NEWS, COACH & ORGANIZE, ABOUT, and PRO. A 'JOIN' button and 'LOG IN' link are also present. The banner for 'Serve Tennis: Tennis Management Software' includes the text 'Automate administrative processes easily and quickly with online payments, registering players and more.' and a prominent 'GET STARTED' button. The background of the banner shows a collage of software interface elements, including a 'Programming' dashboard with a line graph showing 'Gross income' over time, a 'Player details' form with a '\$96.00' fee, and a 'COVID-19 Updates' notification.



Thank you & Questions?

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USTA 