Serve Tennis

Milly Sequera Huss

USTA

What is Serve Tennis

➔ USTA's Digital Platform

➔ Automates administrative processes

➔ Club management tools

Website Module

USTA

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.

I

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

l

Custom Programs & Camps

Flexibility for additional program types

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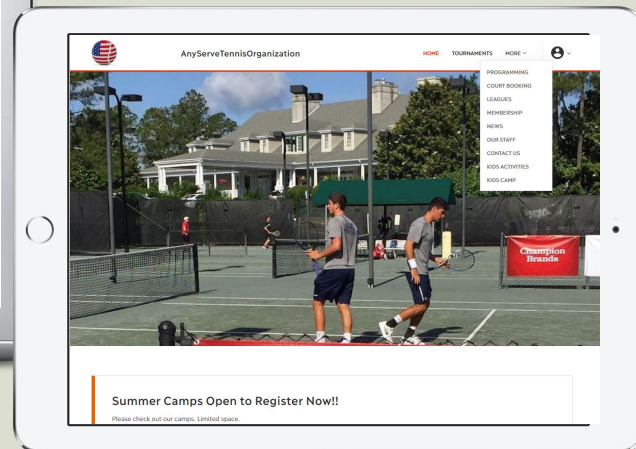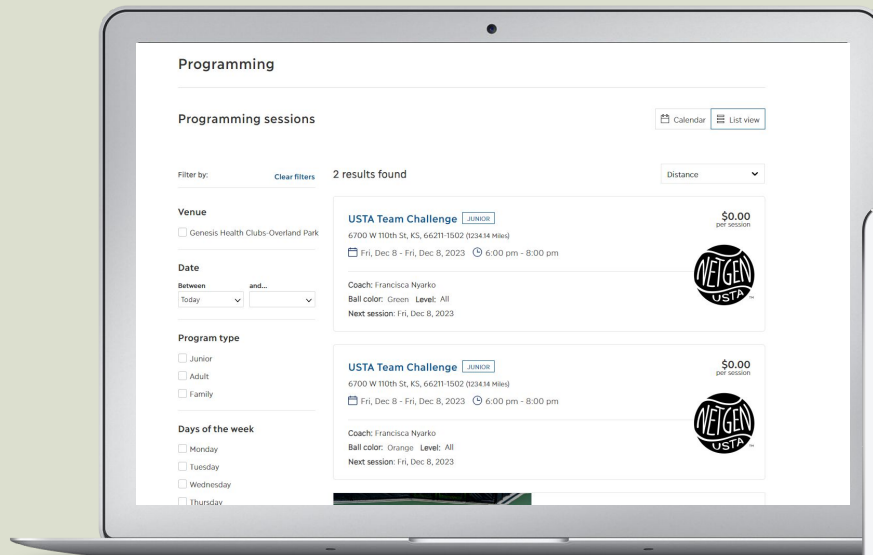   - Red/Orange/Green Ball Classes

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

Court Booking Module

Court Booking Module Intro

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
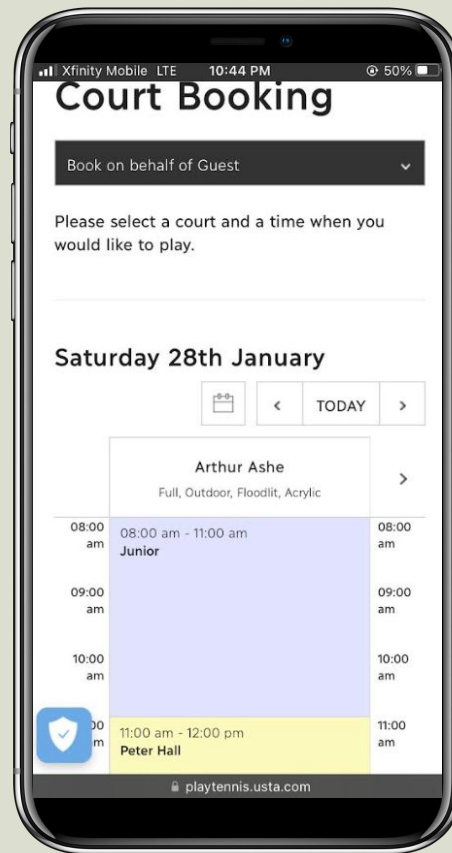
What is SmartAccess?

- 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
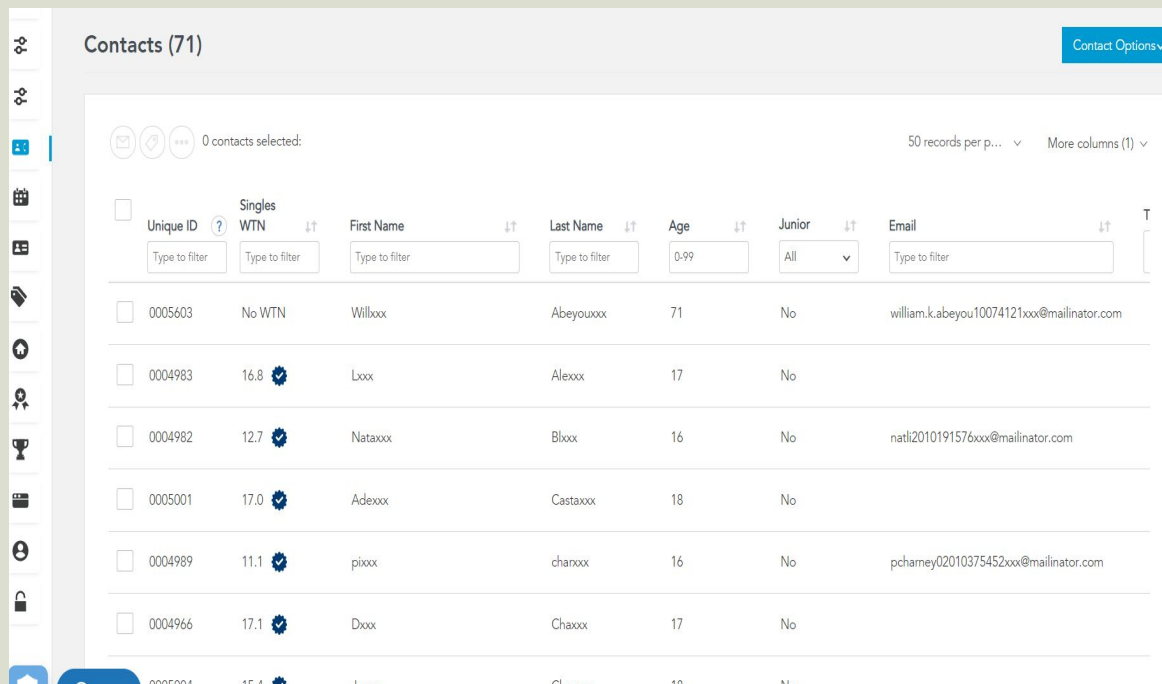
Peter Hall

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

USTA

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 Module

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

- 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

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
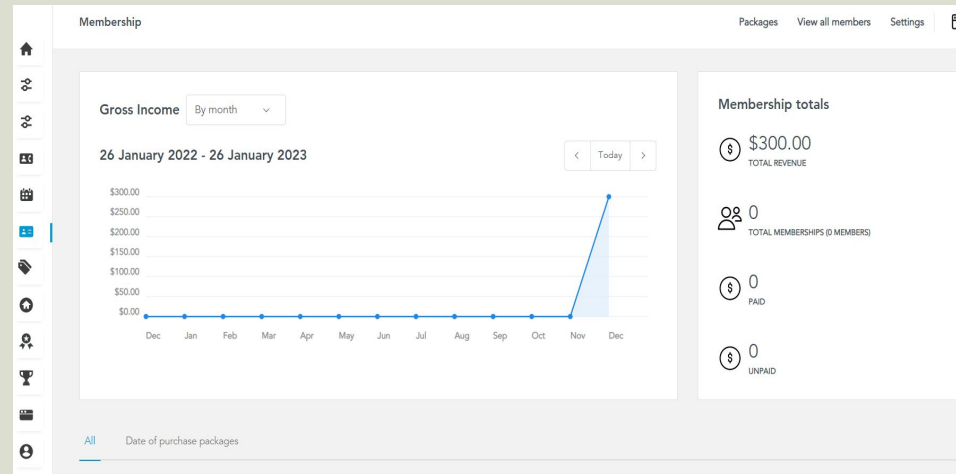
Membership Summary Page

Gross Income   By month ⌄

Daily

By month

16 January 201   018   ‹   Today   ›

$1.00

$0.00

Membership totals

$0.00
TOTAL REVENUE

0
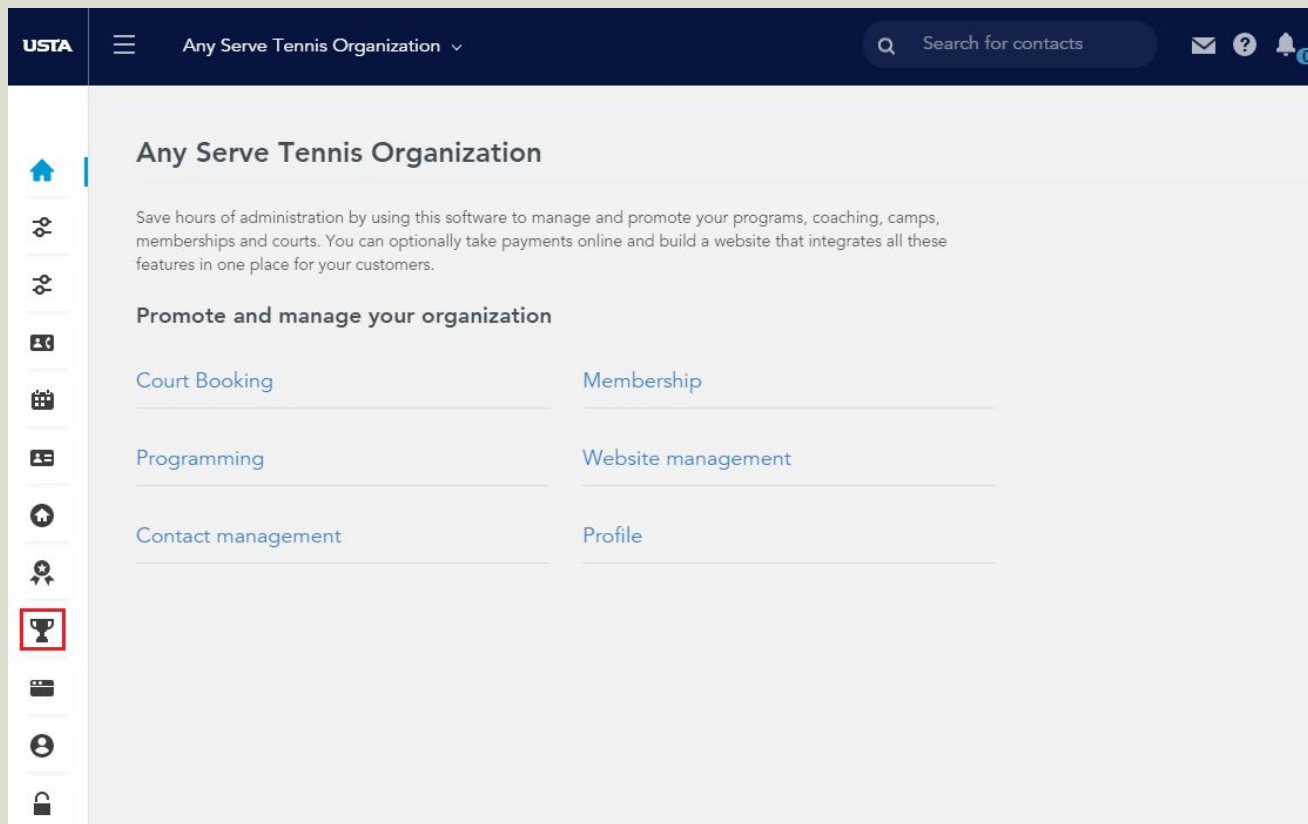TOTAL MEMBERSHIPS (0 MEMBERS)

£ 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
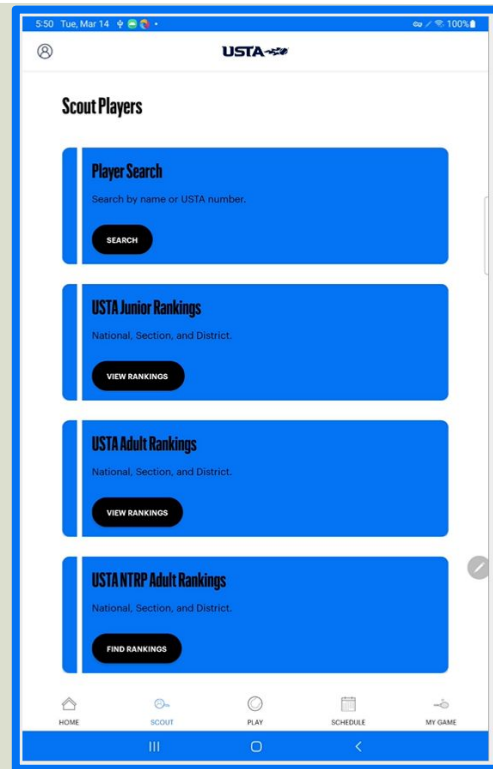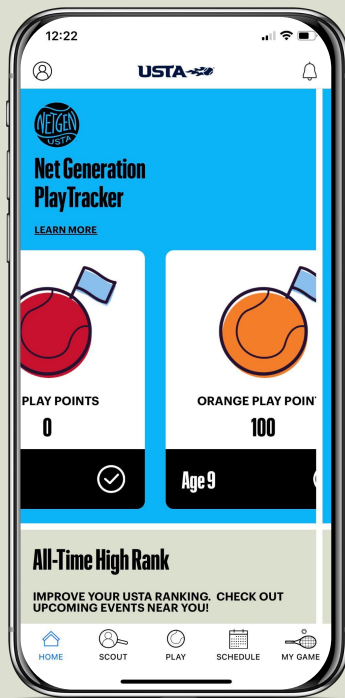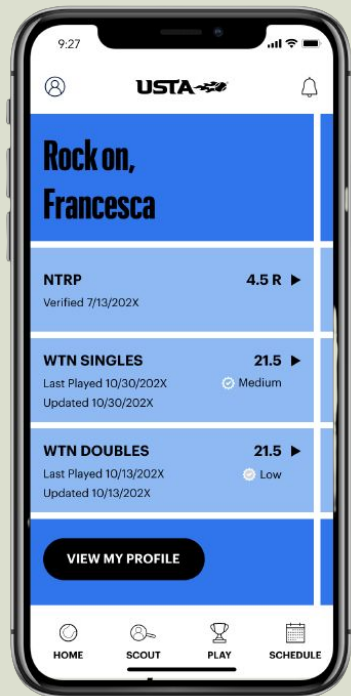
Tournament Module

- 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
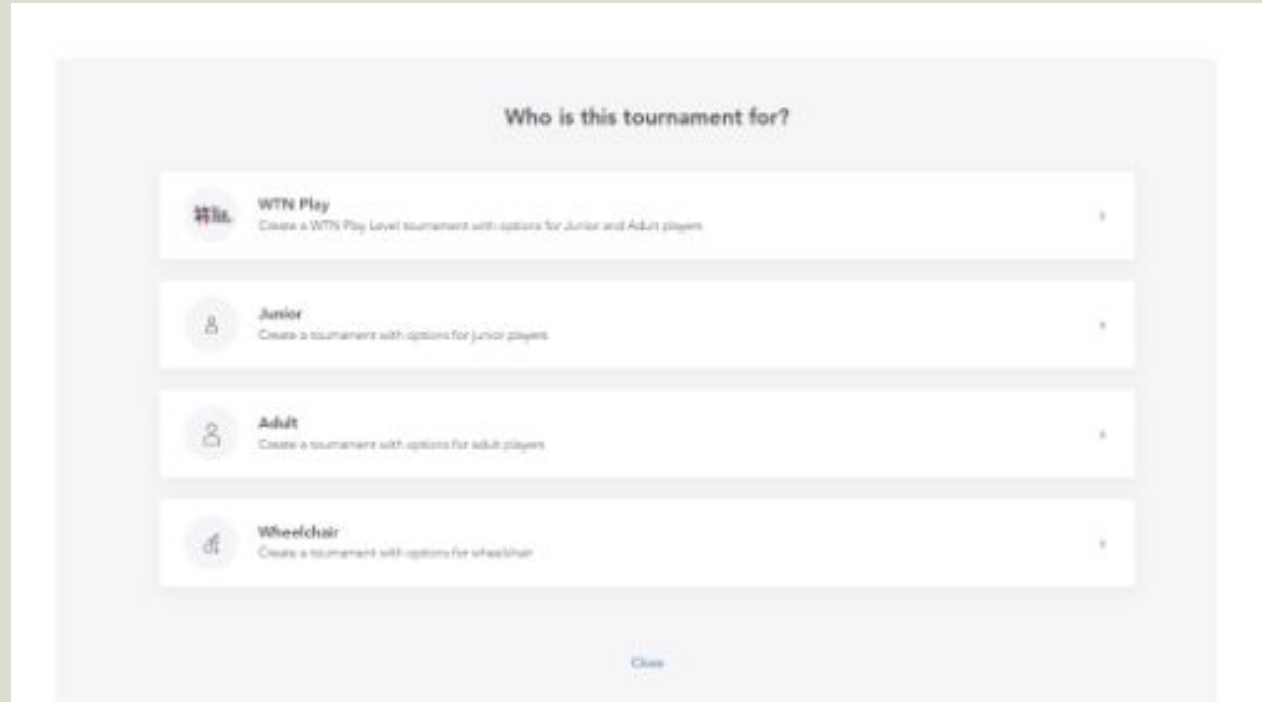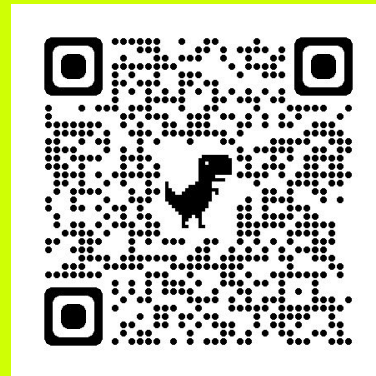
USTA Apps

"USTA Tennis" Player App

Download Now!

http://usta.com/ustatennis-apple

http://usta.com/ustatennis-android

Apple

Android

USTA

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*
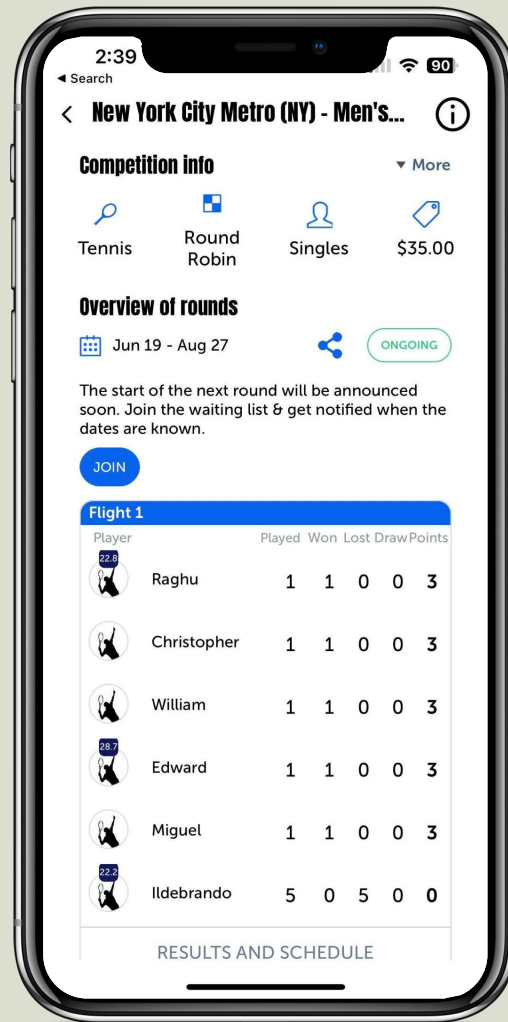
WTN Match Play
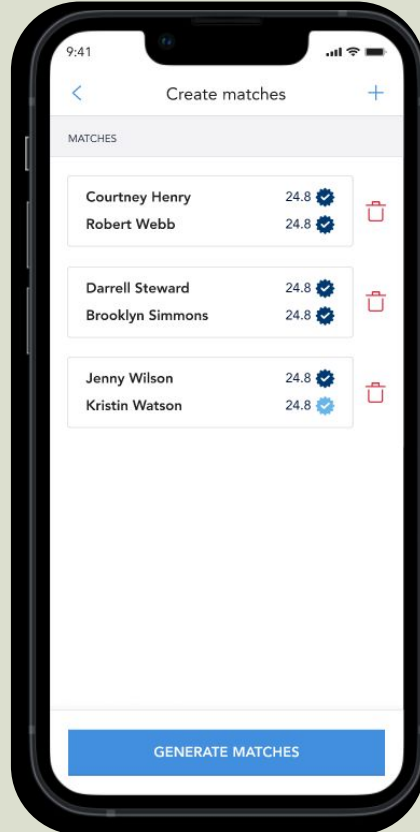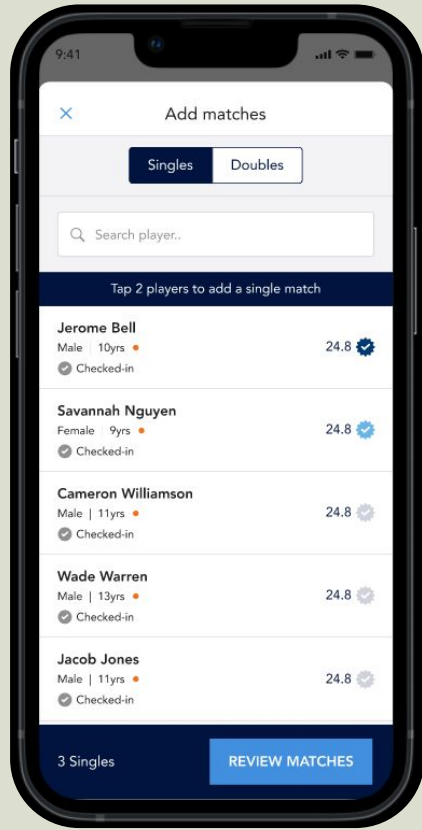
- Create program via Serve Tennis Programming Module, run on USTA Serve app
- Free & flexible mobile app for singles & doubles matchplay
- Generate round robins or individual matches
- Easy facilitation of level based play via WTN, that allows organizers flexibility to run how they see fit
- Offerings: 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

Thank you & Questions?

sequera@sta.usta.com

USTA