











**BOSS**  
DIGITAL

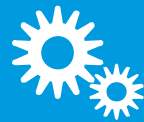
Asia's Digital Growth Agency



# About Jonathan Gillespie

-  Bachelor of Commerce – Majors in Strategic Marketing & Strategic Management
-  Bachelor of Tourism – Majors Hotels & Facilities Management & Sustainable Tourism
-  Planned and launched successful hotel & tourism booking website for Tourism Dunedin
-  Digital Marketing & CRM Consultant to group of 120 hotels across APAC
-  Designed and developed Member Services Systems for hotels and a Club
-  Award Winning Member Communications & Feedback System for Silverneedle Hotel Group
-  Certified ADMA Digital Marketing Strategist
-  Founder and Managing Director of Boss Digital Limited
-  12 years website and app development, digital marketing, CRM and loyalty systems





# About Boss Digital

Boss Digital is a leading international digital agency in Hong Kong specializing in cutting edge website design & development and digital internet marketing consulting. We aim to leverage companies and brands in the digital field through our specialist knowledge of digital marketing strategy and experience developing end-to-end digital marketing solutions.



## Strategy & Planning

Business Analysis, Market Research, Competitor Analysis, Review of Digital Assets, Marketing, Strategy Development, Campaign Planning, Analytics & Optimisation



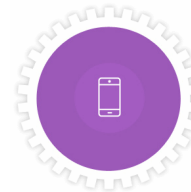
## Design & Production

Create a corporate identity, brand experiences and stories through inspiring creative



## Online Marketing

Drive traffic, engagement, targeted leads & sales via integrated online marketing campaigns according to the stage in your business life cycle



## Mobile Marketing

Interact, increase engagement and sales from your customers through mobile marketing channels.



## Loyalty & CRM

Cultivate customer loyalty through intuitive CRM solutions that communicates, nurtures relationships, drives repeat business and loyalty



# Table of Contents

- 1 Growth of Communications and Digital Messaging Technologies
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- 6 Improving Feedback & Operational Efficiency
- 7 Infrastructure Required for such solutions
- 8 Benefits for Members, Staff and Club Managers

# We've come a long way

**1984:** Motorola's DynaTAC 8000X is the first cell phone to hit the commercial market

**Marketshare 100%<sup>(1)</sup>**



1984

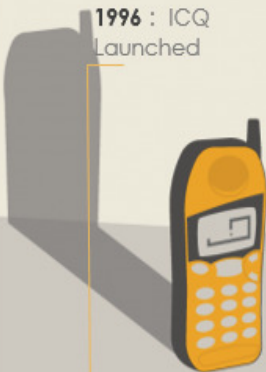
**1992 :** First text message - Neil Papworth with message "Merry Christmas"

Nokia was first manufacturer in **1993** to support text messaging

**1998:** Nokia, the new market leader, launches the 5110<sup>(5)</sup>

**Global Mobile Marketshare 22.9%<sup>(6)</sup>**

**1996 :** ICQ Launched



1996

**2000s:** 12,000,000 text messages sent per month, on average 60 per user

**2006:** AIM - 53 million users

**2006:** BlackBerry, the worldwide PDA leader, releases the Pearl<sup>(10)</sup>

**Global PDA Marketshare 19.8%<sup>(11)</sup>**



2006

**2008:** MSN- 330 million active users

**2008:** Apple releases iPhone 3G

**Global Touchscreen Marketshare 28.6%<sup>(16-17)</sup>**



2008

**2009:** 1 billion users worldwide, 53 IMs a day

**2014 :** 561,000,000,000 text messages sent per month, on average 491 per user

**2014:** Samsung, the smartphone market leader, releases the Galaxy S5<sup>(22)</sup>

**Global Smartphone Marketshare 24.5%<sup>(23)</sup>**



2014

**2017:** Apple is current smartphone leader gained back market share with release of iPhone7

**2017:** IM's account for more than double the amount of SMS's sent per day

2017

# Asia Digital Media Statistics

**TOTAL  
POPULATION**



**4.15  
BILLION**

URBANIZATION:  
47%

**ACTIVE  
INTERNET  
USERS**



**1.91  
BILLION**

PENETRATION:  
46%

**ACTIVE  
SOCIAL  
MEDIA USERS**



**1.51  
BILLION**

PENETRATION:  
36%

**MOBILE  
SUBSCRIPTION  
S**



**3.99  
BILLION**

VS. POPULATION:  
96%

**ACTIVE MOBILE  
SOCIAL USERS**



**1.44  
BILLION**

PENETRATION:  
35%

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## Jan 2017 – Digital in Asia – Pacific

- Key statistic indicators for the region's internet, mobile, and social media users  
Ref: <https://wearesocial.com/sg/blog/2017/01/digital-in-2017-global-overview>

# Asia Smartphone Statistics

## Smartphone Users and Penetration in Asia-Pacific, by Country, 2014-2019

millions and % of mobile phone users

	2014	2015	2016	2017	2018	2019
<b>Smartphone users (millions)</b>						
China*	482.7	525.8	563.3	599.3	640.5	687.7
India	123.3	167.9	204.1	243.8	279.2	317.1
Indonesia	44.7	55.4	65.2	74.9	83.5	92.0
Japan	46.2	51.8	55.8	58.9	60.9	62.6
South Korea	32.2	33.6	34.6	35.6	36.5	37.0
Philippines	21.8	26.2	29.9	33.3	36.5	39.2
Vietnam	16.6	20.7	24.6	28.6	32.0	35.2
Thailand	15.4	17.9	20.0	21.9	23.4	24.8
Taiwan**	15.1	16.4	17.2	17.8	18.3	18.6
Australia	13.5	14.6	15.4	16.0	16.5	16.8
Malaysia	8.9	10.1	11.0	11.8	12.7	13.7
Hong Kong	4.4	4.8	5.0	5.2	5.3	5.4
Singapore	3.8	4.0	4.2	4.3	4.4	4.6
New Zealand**	2.3	2.7	2.9	3.1	3.2	3.3
Other	57.1	72.1	86.6	100.4	113.3	125.4
<b>Asia-Pacific</b>	<b>888.0</b>	<b>1,023.9</b>	<b>1,139.8</b>	<b>1,254.7</b>	<b>1,366.3</b>	<b>1,483.4</b>

	2014	2015	2016	2017	2018	2019
<b>Smartphone user penetration (% of mobile phone users)</b>						
Singapore	83.1%	85.2%	86.3%	87.2%	88.0%	88.9%
Taiwan**	77.5%	83.1%	86.8%	89.3%	91.3%	92.5%
South Korea	79.5%	82.3%	84.3%	86.0%	87.6%	88.4%
Hong Kong	76.6%	80.7%	84.0%	85.9%	87.2%	88.3%
Australia	74.3%	78.4%	81.0%	82.6%	83.6%	84.3%
New Zealand**	65.2%	74.3%	79.0%	81.5%	83.0%	83.9%
China*	48.1%	50.9%	53.3%	56.0%	59.3%	63.3%
Japan	44.0%	48.9%	52.4%	55.1%	56.9%	58.4%
Malaysia	42.6%	46.6%	49.2%	51.3%	54.3%	57.3%
Thailand	34.9%	39.2%	42.8%	45.8%	48.1%	50.0%
Indonesia	32.6%	37.1%	40.4%	43.2%	45.4%	47.6%
Philippines	32.0%	36.6%	40.0%	43.1%	46.1%	48.4%
Vietnam	30.4%	36.2%	41.5%	46.8%	50.9%	54.6%
India	21.2%	26.3%	29.8%	33.4%	36.0%	39.0%
Other	20.9%	24.8%	28.0%	30.7%	32.7%	34.3%
<b>Asia-Pacific</b>	<b>37.3%</b>	<b>40.8%</b>	<b>43.6%</b>	<b>46.2%</b>	<b>48.7%</b>	<b>51.5%</b>

# What are we doing with our devices?



# How Digital Communications, CRM & Apps can enhance your clubs?



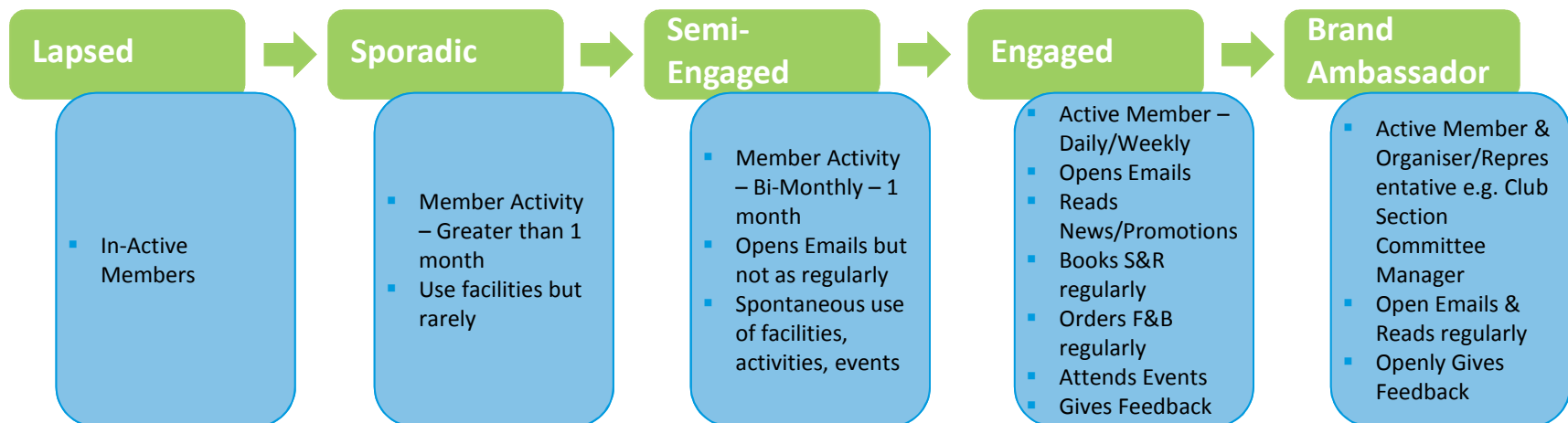
## They will help achieve a Club Managers' objectives

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- > Enhance the lifestyle of Club Members
- > Provide more convenient and better quality Member services
- > Market and promote of Club activities, news and developments effectively and efficiently
- > Improve operations and reduce staffing costs
- > Offer members a Member Services Portal and booking systems to increase activity and revenue that works with your Club Management System
- > Offer a digital Member feedback system, better manage staff, improve Member satisfaction and reduce staffing costs
- > Provide staff a better platform for organizing, marketing and promoting Club events, news and activities
- > Increase Member activity, Member engagement, Club revenue and profitability



## Member Engagement in a Club





## Engaged Members

- > Member engagement fuels a Club managers core objectives
- > Are loyal to the Club and longer term members
- > Are active users of club facilities
- > Books events, F&B and sports or recreation regularly
- > Keep up to date with club news, promotions and magazines
- > Normally are open to giving feedback
- > Represents the segment that brings greater profitability for the Club





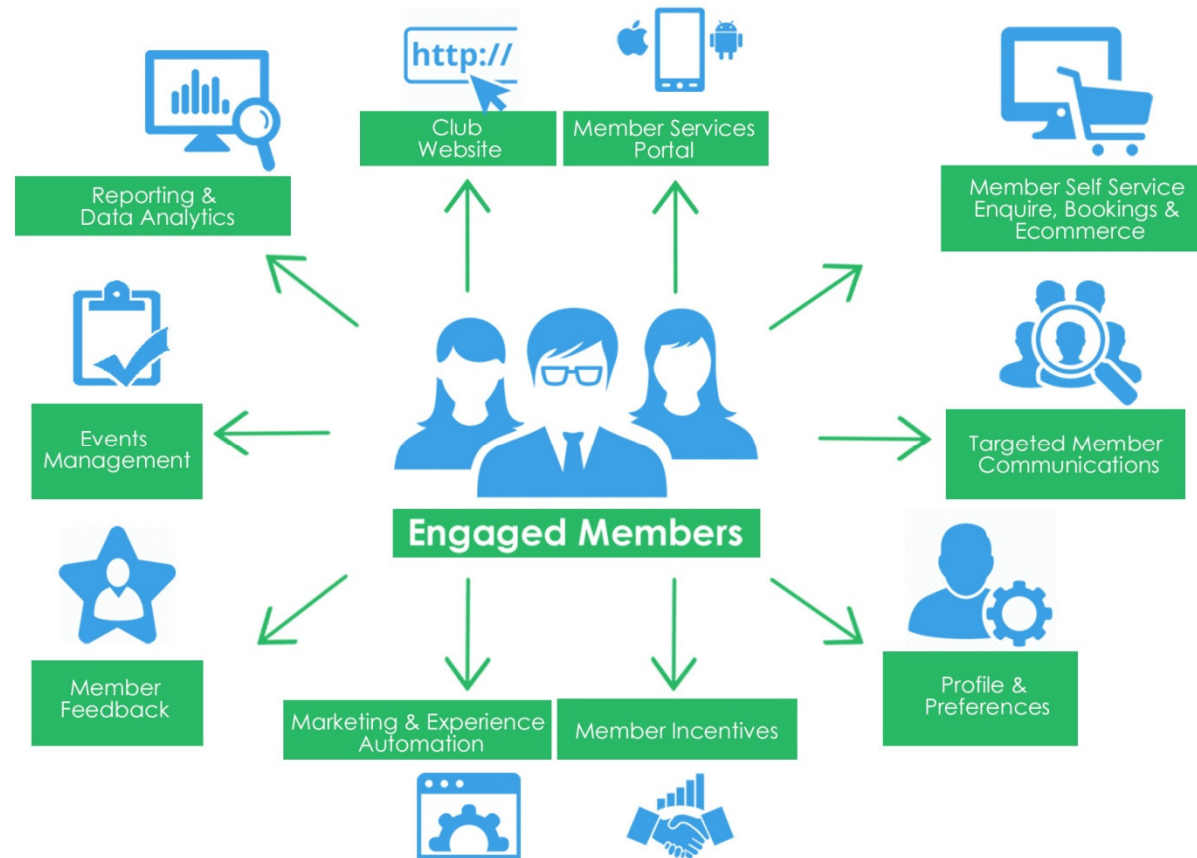
## Process to create Engaged Members

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- 1 Define Member Activities & Objectives
- 2 Define What is Engagement for your Club and the KPIs
- 3 Define Engagement touch-points of Members
- 4 Review, audit and asses strategies and communications methods you will utilize to create engagement members
- 5 Prioritize which systems and programs you will setup to drive member engagement
- 6 Setup Member Management Systems with modules needed
- 7 Implement Member Management Activities, Communications, Tailored Marketing & Promotions and Respond to Feedback
- 8 Analyse, Report & Optimise

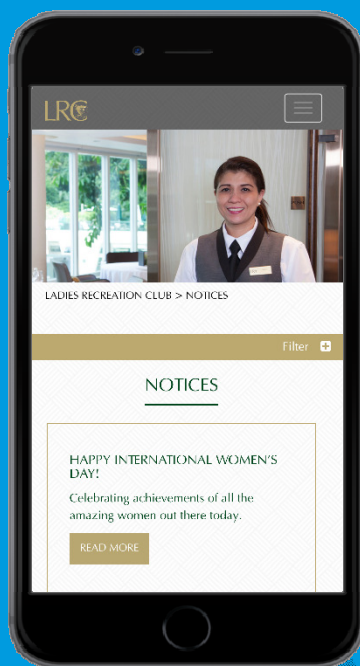
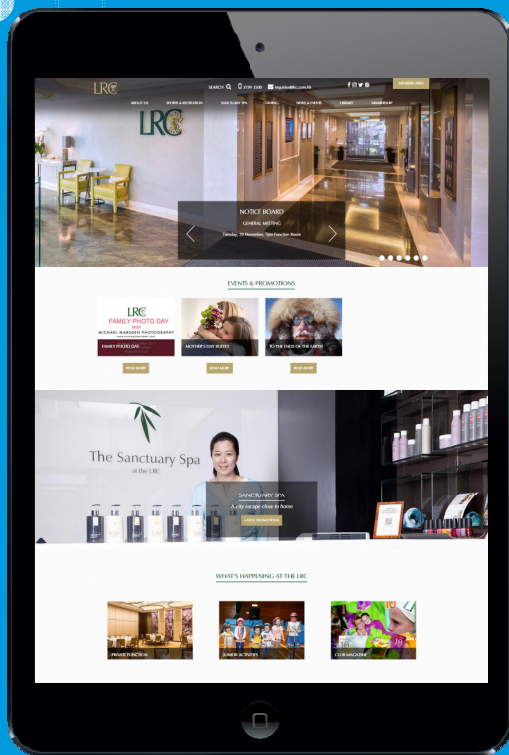


## Strategies to Create Engaged Members





## Club Website

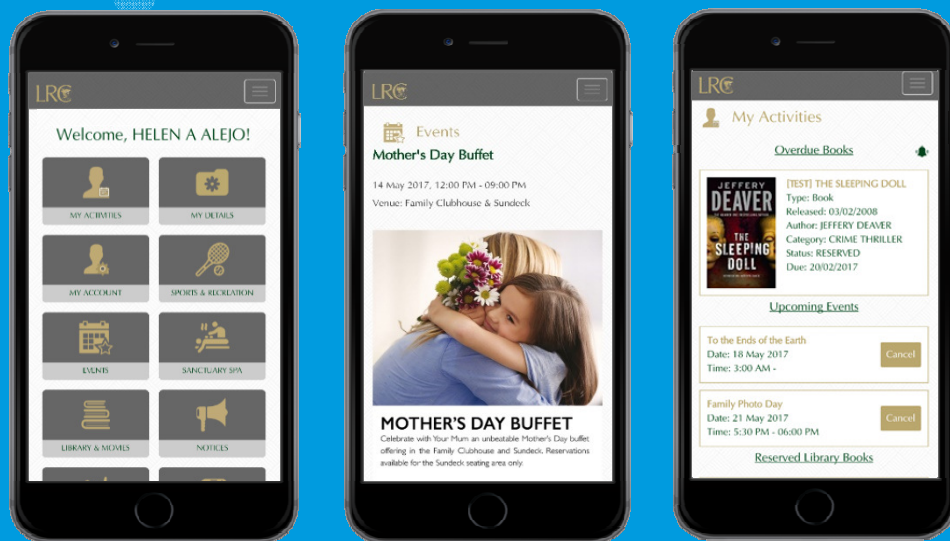


## Public Interface

- Engage prospective Members & existing Members
- Responsive Website Design – Desktop & Mobiles
- Display Club news, promotions, events
- Provide information on Club facilities, sports & recreation
- Provide information to Food & Beverage outlets
- Find Membership Application forms
- Provide a portal for Members to access Member Services



# Member Services Portal

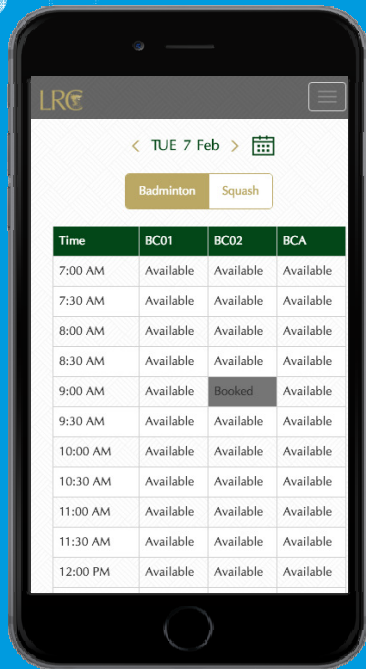


## Core Member Features

- View & book upcoming events and sports & recreation
- Search, browse & reserve library books & movies
- Enquire for functions, kids activities, spa/leisure facilities
- View and reserve dining tables integrated POS provider
- Browse wine shop, deli and book online
- Receive news, notices & updating communication preferences
- View member account statement, profile & my activity, cancel bookings
- All bookings/reservations/member profile updates are integrated seamlessly with Aspen & updated in member account



# Sports & Recreation Module

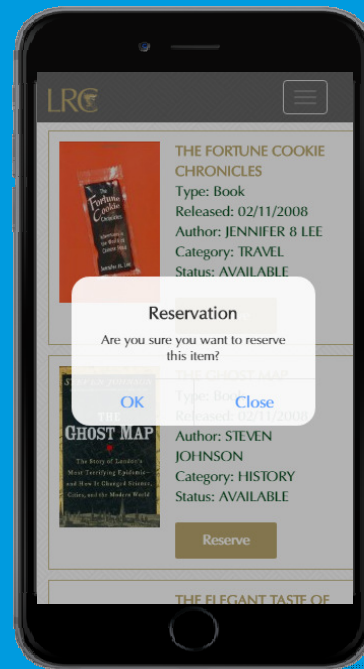
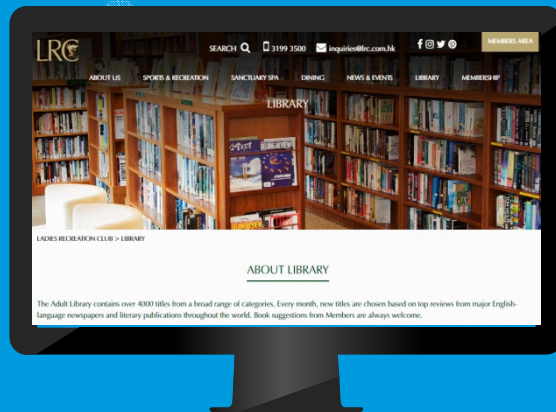


## Sports & Recreation (Aspen Integration)

- > Browse and filter available courts for booking
- > Book courts and receive notifications – 24/7
- > Cancel / Amend bookings
- > Booking charges updated in monthly account statement via Aspen
- > Receive booking reminders
- > Receive news from sports & recreation set in member preferences
- > Enquire about coaching classes



# Library Module

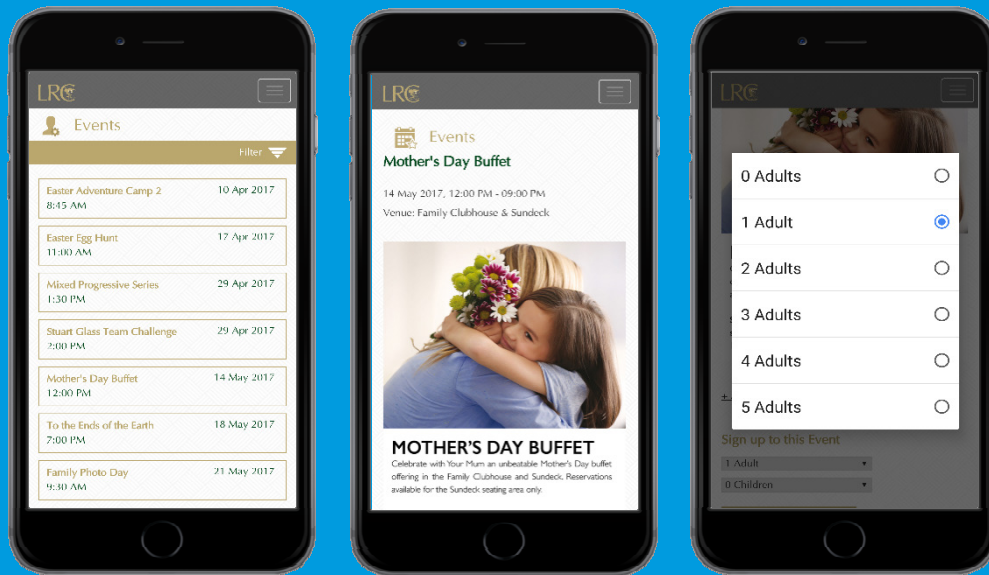


## Library (Aspen Integration)

- > Search, browse and filter through Library books and movies
- > Reserve library books and movies – 24/7
- > Cancel and renew library books
- > Library books and movie hire charges updated on member account statement
- > Receive notifications on overdue library books



# Events Module

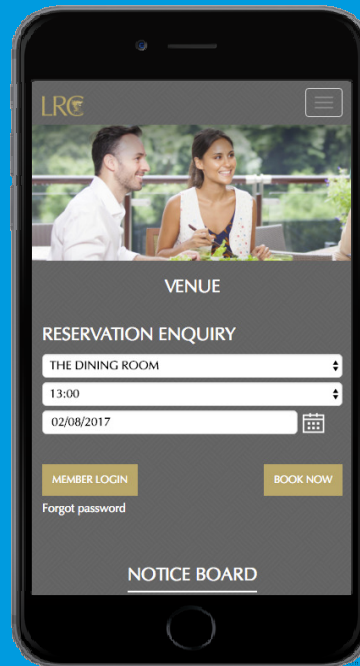


## Event Module (Website CMS Managed)

- Search, browse and filter for events
- Book events, receive confirmation on event bookings, cancel event booking in member profile
- Event bookings charged to Member Account by Event Manager
- Events will be manager can set event capacities thresholds and add custom fields to event booking forms



# Dining Module

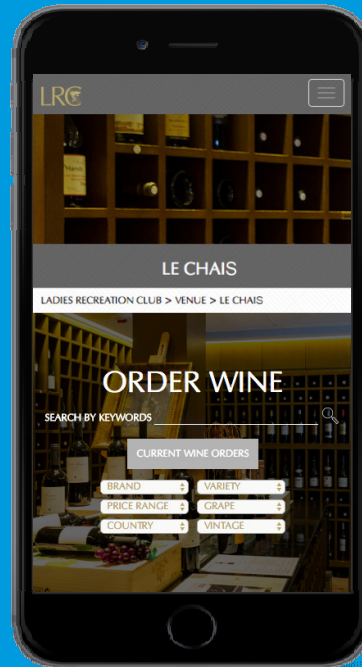
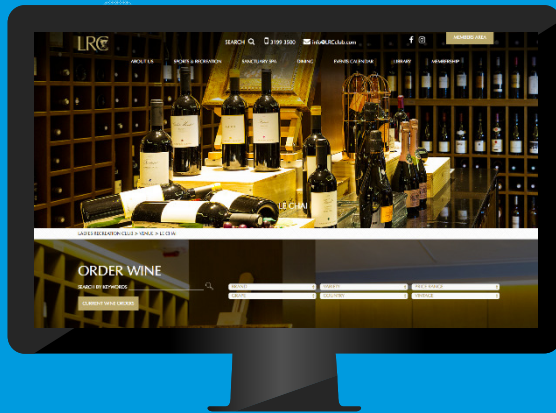


## Dining Module (Website CMS / POS Vendor)

- Search, browse, filter for dining tables to book at Club venues
- Book dining table and receive booking confirmation. Booking updated in Member Account via POS vendor & Aspen and can cancel/amend



## Online Shop Module

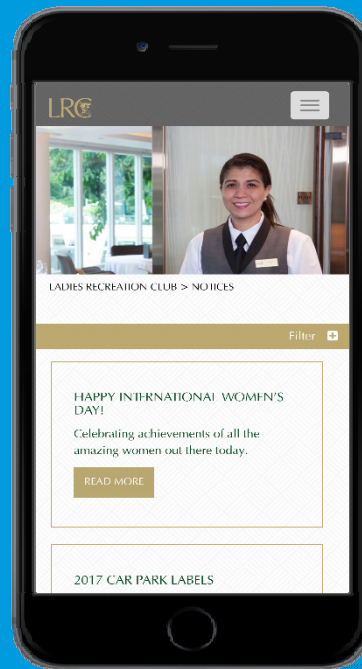
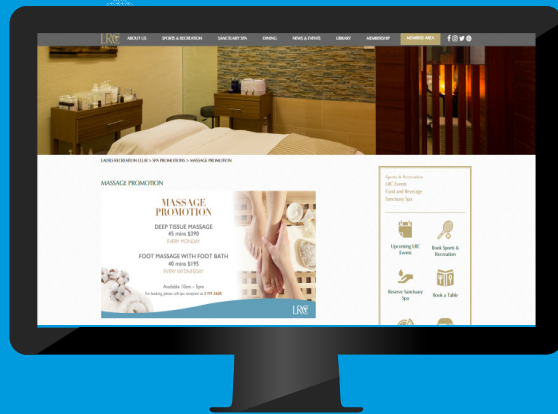


### Online Shop (Website CMS / POS Vendor)

- Search, browse, filter shop items + food & beverage
- Order wine, deli, pizza (any shops in the Club) and will be billed and updated on Member Account statement via Aspen API



## Receive News, Notices & Promotions



### News, Notices and Promotions

- > View & browse news, notices and promotions
- > Subscribe for the news, notices and promotions with mobile app or website – update preferences
- > Receive notifications of news and notices on mobile and browser notifications



## Digital Communication Methods

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Email



Social Media Post



Browser Notifications



Instant Messaging



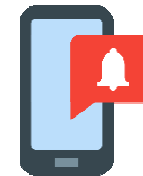
Website - Blog,  
Promo Banner,  
Pop-Up News  
Page, Infographic,  
Photo Gallery,



Re-targeting Banners



SMS



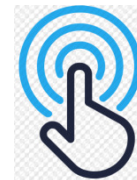
Push Notification



Videos, Pod Casts



Search Engine Ads –  
website, member  
database



Digital Displays –  
(like touchscreen TVs)



AR  
VR



# What to use when

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## **Email**

### **Advantages:**

Can be stored for later  
Include more content and can be visual  
Low opt out rate

### **Disadvantages:**

Low open rate ~ average 25%  
Not timely

### **When to Use:**

Non-time sensitive communication  
For info that people may need to reference later

### **Examples:**

Successful Sign ups  
Confirmation of Booking  
E-newsletters  
Visual Promotions



## **SMS**

### **Advantages:**

Generates 90% open rate, read within 3 mins  
Can be received without a smartphone

### **Disadvantages:**

Downside is SMS cost  
Can only be sent to mobiles

### **When to Use:**

Useful for critical business info, timely  
Important information  
Not to be used when need to keep message info for later

**Examples:** Wine delivery is ready  
Can also be reminders of bookings



## **Push Notifications**

### **Advantages:**

Generates 90% open rate  
Free for sender & receiver  
Can control when receive settings  
Less intrusive & can send without app open  
Cross platform delivery

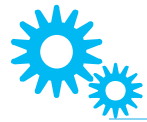
### **Disadvantages:**

Higher opt out rates

### **When to Use:**

User for app event activity – new app content, notices, reminders, special offers etc  
Don't use for info needed to reference later on

**Examples:** Reminder of your Squash Court booking on 26<sup>th</sup> May, Court 3 @ 6:45pm



## What type of push notifications are there?

- > Simple Push Notification
- > Scheduled Push Notification
- > Geo-Targeted Push Notification – Promos, Specials when your in a defined area
- > Data driven Push Notification – Confirmations, Alerts, Reminders, Targeted Promotions







# Club Marketing & Experience Automation

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## Event Marketing

- Publish Event
- Club E-newsletter
- Notices
- Club Magazine – Digital & Print
- Social Media Post – Boosted Posts
- Re-Targeting Banners – Email + Web
- IM Groups e.g. WhatsApp Groups
- Push Notifications

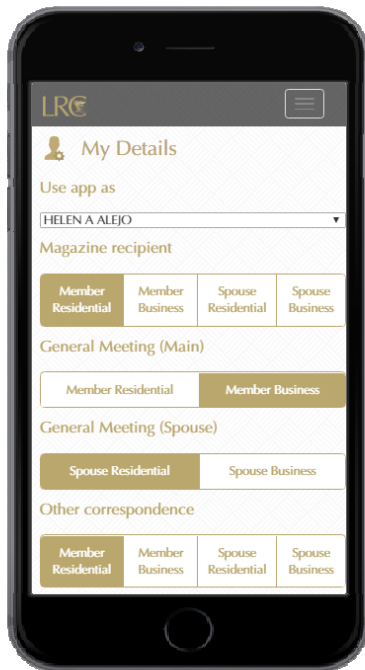


## Relationship Building – Automated Communications

- News & notices
- Club Promotions
- Booking, Enquiry Confirmations
- Reminders
- Asking for feedback



## Member Preferences



### Club

- Newsletter
- Notices
- Promotions
- Magazine
- Account Statement
- Booking Confirmations
- Booking Reminders

### Formats



Emails



SMS



Push Notifications



Magazine  
- Print or Digital

## Member Incentives



### Promotions

- Event Promotions - Club Balls, Sport Section events etc
- F&B Promotions - Afternoon Tea Sets Specials, Lunch Specials, Sunday Brunches, Burger of the Month etc
- Kids Club Specials – special packages for kids activities
- Library – reserve 2 movies and get the 3<sup>rd</sup> free
- Wine Shop / Deli Shop / Club Shop Specials – weekly wine/deli specials etc.



### Communication Methods

- Email
- Website/App/Social
- Push Notifications
- SMS
- Magazine



# Member Feedback System


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## Why is it important?

- ☒ Build relationships with Members and give them recognition
- ☒ Get more satisfied Members, who in turn are more active
- ☒ Solve any issues or complaints of service or facilities on the spot
- ☒ Offer incentives for Members to book again
- ☒ Digitize the feedback and suggestion boxes process, save time and operational costs
- ☒ Resolve any operational issues more pro-actively
- ☒ Reports on ongoing Club performance of business units surveyed, based on Member satisfaction
- ☒ Provide a system for managing complaints and recovery procedures



# Member Feedback System



## Thank You For Staying

**Dear Customer,**  
Thank you for staying at in a on the.

We hope that your stay was both enjoyable and relaxing.

I would love to receive some feedback on your stay and any [issues](#) on how we could improve the service and experience we offer. [Issues](#) will only take a few minutes to complete and you'll receive a voucher for a complimentary bottle of wine on your next stay to thank you for taking the time.

Alternatively, if you wish to make a comment or complaint please [click here](#).

Did you know you could be earning points towards free nights for every dollar you spend with any Constellation Hotel across Australia and New Zealand?

With the Escape Club, the more you spend, the more you'll earn - and it's absolutely free to join!

Join online now at <http://www.escapeclub.com.au>, or call Central Reservations on 1300 650 484 during business hours.

Both myself and the team look forward to welcoming you again soon.

Kind regards,  
**Manager's Name**

★ ★ ★ ★ ★  
Travelling again soon? Check out the hot Spring deals at some of our other Australis resorts!!!

**Australis Sovereign Hotel**

- 1140 Deluxe Room
- Buffet Breakfast
- Free Kids Club
- Conditions in each brochure please disclaim.

[BOOK NOW](#)

**Australis Diamond Beach Resort**

- 1140 2 Bedroom Resort Villa
- BBQ Pack
- Free Kids Club
- Conditions in each brochure please disclaim.

[BOOK NOW](#)

**Australis Opal Cove Resort**


- 1125 Resort Room
- Buffet Breakfast
- 9 Holes of Golf

[BOOK NOW](#)

**Australis Noosa Lakes Resort**

- 1130 1 Bedroom Apartment
- Entry to golf course
- Bottle of wine on arrival

[BOOK NOW](#)



MANAGE USERSVIEW SURVEY REPORTSMANAGE COMPLAINTS COMPLAINT REPORTSINSIGHTS DASHBOARD

### Advanced Reporting

Please select brand:  Please select hotel:

Date range:  to:  Postcode range:  to:

[Filter Results](#)

Total no. of Surveys		19																
Guest Name	Feedback Date	Reception	Cleanliness	Comfort	Breakfast	Quality of Breakfast	Dinner	Quality of Dinner	Restaurant	Check out	Staff	Needs	Stay Again	Recommend	Reason	Overall Satisfaction		
John Skerman	15/07/2008	★	★	★	Restaurant	★	In-room	★	★	★	★	★	Yes	Yes	B	95.0%		
Janine Price	15/07/2008	★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	B	98.0%		
Jo Baalen	16/07/2008	★	★	★	No	★	No	★	★	★	★	★	No	Don't Know	L	82.0%		
Cheree Figg	16/07/2008	★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	L	81.3%		
David Davison	16/07/2008	★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	B	98.0%		
Ian & Janet Colledge	16/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	L	92.0%		
Janice Smith	20/07/2008	★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	L	92.5%		
Tricia & Damien Sibras	20/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	B	97.0%		
Abdoul Akber	20/07/2008	★	★	★	Restaurant	★	Restaurant	★	★	★	★	★	Yes	Yes	L	81.0%		
Ron Euseaden	20/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	B	92.2%		
Greg Beviden	21/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	B	90.2%		
Matthew Torr	21/07/2008	★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	L	97.5%		
Peter Houghton	21/07/2008	★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	B	95.0%		
Mark Kennedy	21/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	B	93.3%		
Anne Scadden	21/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	L	100.0%		
Magi Rees	21/07/2008	★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	VFR	93.0%		
Phonikias Naima	21/07/2008	★	★	★	Restaurant	★	Restaurant	★	★	★	★	★	Yes	Yes	B	98.9%		
		★	★	★	Restaurant	★	No	★	★	★	★	★	Yes	Yes	L	88.0%		
		★	★	★	No	★	No	★	★	★	★	★	Yes	Yes	B	77.5%		
		84.21%	91.58%	84.74%		85.18%		76.67%	78.33%	87.09%	87.37%	85.26%				88.89%		


Complaints for  Select a Brand

Quick Search  Subject

Show

3 - NEW | 0 - PENDING | 0 - UNRESOLVED

Created	Summary	Customer	Hotel	Status
21/07/08 14:58	Major noise problems during my stay. My initial booking remarks highlighted the fact that I needed a very quiet room.	Irvine, Suzanne	Chifley at Lennox, Brisbane	New
21/07/08 11:42	You need to change your policy re adding an extra charge for using a credit card - you need to absorb this cost - it is very inconvenient to have to go and get out cash -	Houghton, Peter	Chifley Albury	New
07/07/08 18:39	as I stated when we booked into our room, the toilet was dirty & we found tobacco products in one of the draws, also the pay tv channels were not working I booked in to 1.	Graham, Rob	Chifley Albury	New ( 14 days old )

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## Club Content & Member Services Admin



**Event Management** – Publish new events, set capacities, receive bookings and booking notifications, manage event calendar, notices, news and photo gallery



**Sports & Recreation Management** – Manage bookings in Aspen, publish news, notices, promotions, update photo gallery and website content



**Library & Movies Management** – Manage library books and movies via Aspen. Publish news, notices, promotions, update photo gallery and website content



**Spa & Leisure Facilities Management** – receive and manage spa enquiries, functions, kids activities, coaching enquiries, publish news, notices, promotions, update photo gallery and website content



**Food & Beverage Management** – receive and manage dining room bookings (via website or POS provider), publish news, notices, promotions, update photo gallery and website content



**News Module** – manage news, e-newsletters, magazine, notices, promotions



**Member Feedback Management** – manage and respond to Member feedback & complaints, report on Club operational performance based on Member satisfaction



**Reporting & Member Data & Analytics** – report on Member activity, active users, bookings, enquiries, feedback, track app events, promotional campaign performance














## Infrastructure Needed

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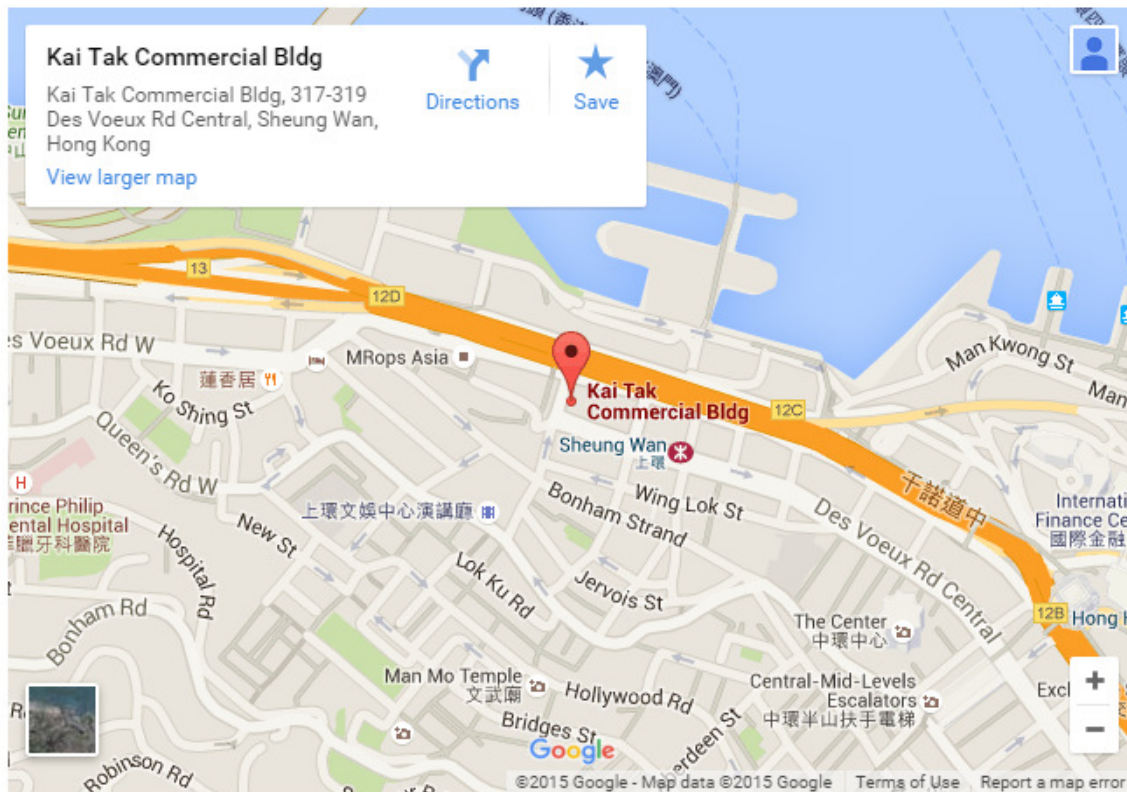


## Summary of Benefits

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-  Improve relationships and enhance the lifestyle of Club Members
-  Provide better quality and more convenient Member services
-  Offer Members a self service booking system and Apps to increase activity and revenue in the Club – allow bookings 24 hours
-  Provide Staff an Admin portal to manage and update their section news, content, photos, promotions and events
-  Offer Member's the ability to view their member profile, upcoming activities, cancel/amend, update their details, communication preferences and see their Member Account in real time through the website or App
-  Carry out tailored lifecycle marketing to Members - Personalize Member's experiences and communications based on what they wish to receive, data driven promotions and bookings or shop order order reminders
-  Improve operations, respond to Member feedback, better manage staff, digitize feedback processes and improve Member satisfaction & reduce staffing and operational costs
-  Report and analyse Member activity, bookings/enquiries/feedback, marketing, app usage & communications
-  Increase Club Member activity, Member engagement, Club revenue and profitability





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