



# Membership Clubs – AI ERP TicketingOS

Sports Club · Fitness Center · Vacation Rental / Timeshare Membership

Member lifecycle · Recurring billing · Facility booking · Rental inventory

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## 1. Membership Club Execution Flow (Lead → Loyalty)

ID	Process	Activity	Progress %
C001	Lead capture	Website / walk-in / referral	5
C002	Trial & tour	Free trial / facility tour ticket	10
C003	Membership sale	Plan selection (monthly/annual/day pass)	20
C004	Contract & KYC	Agreement, ID, photo, waiver	25
C005	Access card / QR	RFID / biometric / QR code issuance	30
C006	Recurring billing	Auto debit / invoice / collection	40
C007	Facility booking	Court / pool / equipment / vacation home	50
C008	Attendance check-in	Scan at entry, track usage	60
C009	Personal training / classes	Trainer assignment, group class ticket	70
C010	Renewal / upgrade	Auto renewal alert, plan change	85
C011	Churn management	Inactive member engagement, win-back	95

## 2. Service Specific Workflows

### **Fitness Center**

Membership → PT booking → class schedule → equipment maintenance ticket → feedback → renewal

### **Sports Club (Tennis/Golf)**

Court/tee time booking (member priority) → tournament registration → pro shop inventory → league management

## Vacation Rental / Timeshare Club

Points / week membership → availability search → booking → housekeeping ticket → check-in/out → maintenance

- **CCP:** Overbooking prevention, equipment safety inspection, housekeeping turnaround time, billing failure handling.

### 3. Membership Payment & Revenue Recognition

Plan Type	Billing	Revenue Recognition
Monthly subscription	Auto debit on 1st of month	Straight-line monthly
Annual prepaid	Full upfront	Amortised over 12 months
Day / week pass (vacation rental)	Per booking	At stay completion
Lifetime membership	One-time high fee	Over estimated member life (5-10 years)

💰 Late fee auto-apply, dunning tickets for failed payments.

### 4. ERP Modules & AI Automation

Member CRM & waiver mgmt

Recurring billing (Stripe/Chargebee)

Facility / court booking engine

Inventory (pro shop, rental units)

Housekeeping / maintenance ticketing

AI: churn prediction, dynamic pricing

#### AI Function

#### Automation

Member churn prediction	Attendance drop + payment delay → AI flags at-risk → retention ticket (discount offer)
Dynamic pricing (vacation rental)	Season + occupancy + local events → AI suggests nightly rate to maximise RevPAR
Equipment maintenance	Usage hours + age → predicts treadmill/weights service needed
Class attendance forecast	Historical + weather + holiday → AI suggests class size & instructor count

### 5. Traceability & Dashboards

Lead → Trial → Sale → Access → Recurring → Usage → Renewal → Churn

- Member lifetime value (LTV), monthly recurring revenue (MRR), utilisation % (courts/rooms)
- Vacation rental: occupancy rate, average daily rate, booking lead time

- Equipment uptime, maintenance backlog, member satisfaction score (NPS)
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