

THE CORNELL CLUB

N E W Y O R K

To Whom It May Concern,

I think the Activity Level Indicator (ALI) is a great way for clubs to monitor and keep an eye on member trends; most importantly at-risk members. I think it's the perfect resource for clubs that have limited staff, who wear many hats.

For clubs that don't currently have a retention program in place, ALI provides everything necessary to create and implement one. For clubs that already have a member retention program in place, it's the ideal way to manage it. Utilizing the Activity Level Indicator reports on a monthly basis provides clubs with the ability to really drill down and personalize the appropriate outreach to at-risk members as well as non-at-risk members. By seeing exactly how each member's usage has changed - in what areas and what ways, our retention and re-engagement programs have been more effective and successful.

By far, the most important aspect of ALI is that it measures the member's activity against themselves. That's extremely important. I think for the clubs still searching for a starting place, this is the most cost effective and efficient way to go.

Sincerely,

Craig A. Lasnier
General Manager
Direct Line 212 692 1302
E mail C.Lasnier@CornellClubnyc.com
www.cornellclubnyc.com

The Cornell Club-New York
6 East 44th Street New York, NY 10017



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