



# ELEVATE YOUR GUEST & MEMBER EXPERIENCE

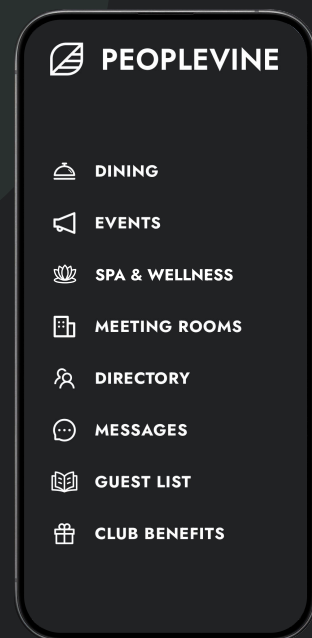




# **PEOPLEVINE IS THE GUEST & MEMBER EXPERIENCE CRM FOR HOSPITALITY**

We empower you to create digital experiences with self-service tools that collect and connect all the data essential to deliver elevated hospitality, personalize experiences to drive growth and retention.

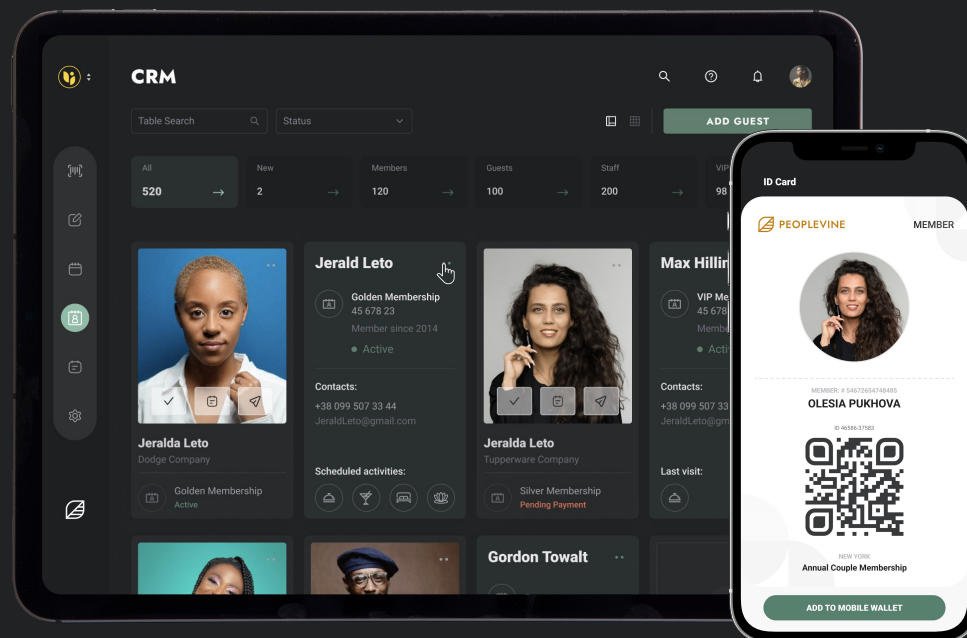
# PEOPLEVINE PRODUCT ECOSYSTEM



MEMBER APP



DASH.5



CHECK-IN 2.0



CONNECT +

# PEOPLEVINE ECOSYSTEM - PRODUCTS

## Member App & Marketing Suite



### Member App:

- Dining
- Events
- Appointments
- Meeting Rooms
- Directory
- Messages
- Guest List
- Club Benefits

### Marketing Suite:

- Applications
- Email Marketing
- SMS & Messaging
- Forms

## Ops Dashboard & API



### Ops Dashboard

- Dashboard
- CRM (People)
- Vine (task mgmt)
- Membership (subs/rewards)
- Engage (marketing automation)
- Tickets (events, classes)
- Reservations (dining, hotels, appointments, co-working)
- Shop (ecommerce, F&B, virtual POS)
- Reporting
- Apps

## Check-in by Peoplevine & Connect +



### Connect +

- SEVENROOMS
- toast
- stripe
- micros Symphony
- MEWS
- ERACLOUD
- Square
- tripleseat
- book4time
- GOCARDLESS

### Check In

- Email Templates
- SMS Templates
- Me

# TWO-SIDED PLATFORM IN THE CLOUD

For Members

The mobile app interface for members features a dark sidebar with navigation icons. The main content area is titled 'EVENTS' and includes a search bar. A calendar view shows events for June 21 and 22. The event details for 'Sandwalkers Band Night' include a description, location, and an allergy note. The 'Poetry Evening' event details include a description and location. The interface is clean and user-friendly.

For Ops Teams

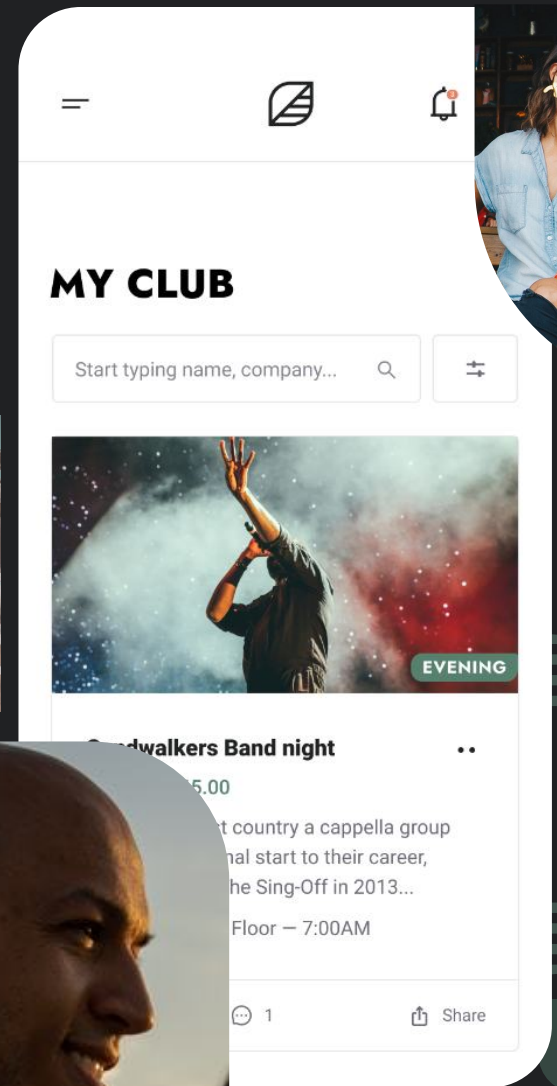
TOUCHPOINTS ANNIVERSARIES BIRTHDAYS

	Last Touchpoint	Last Comm.	Last Login
	yesterday 2:32 PM CST   11/10/22	2 days ago 9:03 AM CST   11/09/22	yesterday 2:32 PM CST   11/10/22
	2 days ago 2:59 PM CST   11/09/22	2 days ago 9:03 AM CST   11/09/22	2 days ago 6:23 PM CST   11/09/22
	4 days ago 3:33 PM CST   11/09/22	2 days ago 9:03 AM CST   11/09/22	5 days ago 1:40 PM CST   11/05/22
	4 days ago 6:23 PM CST   11/09/22	today 11:00 AM CST   11/09/22	never no data available
	yesterday 6:23 PM CST   11/10/22	3 days ago 9:00 AM CST   11/08/22	2 days ago 6:23 PM CST   11/09/22
	today 8:17 PM CST   11/11/22	2 days ago 9:03 AM CST   11/09/22	5 days ago 5:319 PM CST   11/05/22
	2 days ago 10:00 PM CST   11/09/22	2 days ago 9:03 AM CST   11/09/22	today 6:23 PM CST   11/11/22
	yesterday 10:03 PM CST   11/10/22	3 days ago 9:00 AM CST   11/08/22	today 2:54 PM CST   11/11/22
	today 2:22 PM CST   11/11/22	3 days ago 9:00 AM CST   11/08/22	2 days ago 6:44 PM CST   11/09/22
	never no data available	never no data available	7 days ago 4:34 PM CST   11/02/22



# COMPLETE MEMBER EXPERIENCE

To build a thriving membership community you must successfully move members through each stage of the member journey and keep them connected with your programming, content, services and amenities.





# PEOPLEVINE'S CUSTOMER-CENTRIC MODEL



ONE TIME TRANSACTIONS  
PURCHASE

REVENUE TIED TO SERVICE  
SALES

GROWTH THROUGH UNIT  
MARGINS

ACCESS VIA SUBSCRIPTION +  
TRANSACTIONS

REVENUE TIED TO CUSTOMER  
SALES

GROWTH OVER CUSTOMER LIFETIME

# HOSPITALITY ELEVATING WITH MEMBERSHIPS AND TECHNOLOGY

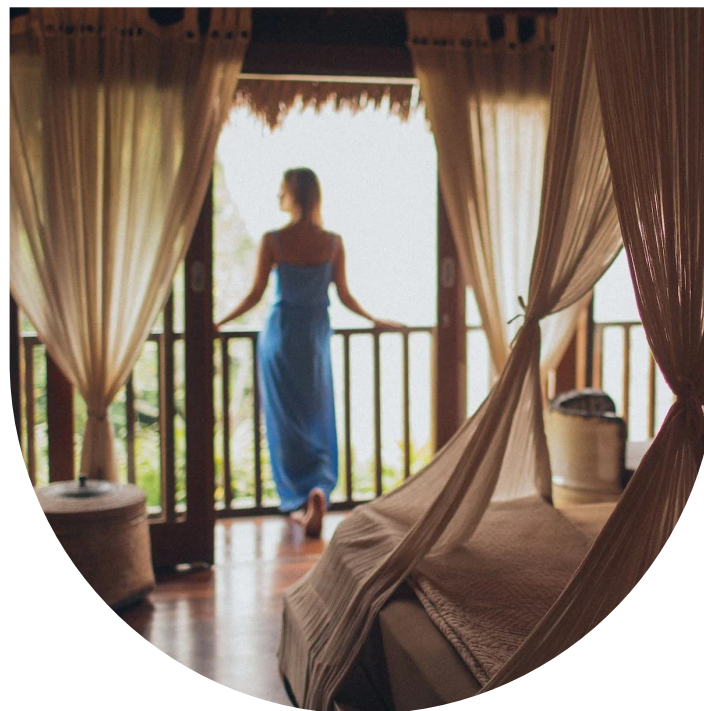
## PRIVATE SOCIAL MEMBERS' CLUBS

Private social clubs have evolved to suit modern life and modern members who live, work, and play in city centers around the world.



## LUXURY HOTELS & BRAND RESIDENCES

Luxury Hotels and Branded Residences are establishing members clubs to stand out. By offering living spaces with luxurious amenities and personalized services, they create unique, high-end experiences for their clientele.



## DINING CLUBS & RESTAURANT GROUPS

As restaurants look to stand out, drive repeat business and create loyal customers, many unique dining concepts are looking to leverage the power of membership to enhance the culinary experience.



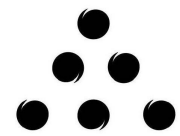
# SOME OF OUR CLIENTS

MILĀ



*San Vicente  
Bungalows*

ĀMAN



SIX SENSES



FLYFISH CLUB

ZERO·BOND

GRAVITAS  
BEVERLY HILLS

GANSEVOORT

MONDRIAN  
SOUTH BEACH

*TheTwentyTwo*



  
CASA CIPRIANI  
NEW YORK



**LIVE NATION**  
ENTERTAINMENT®

FAENA



# HOW DO I JOIN?

Enrollment

# APPLICATION

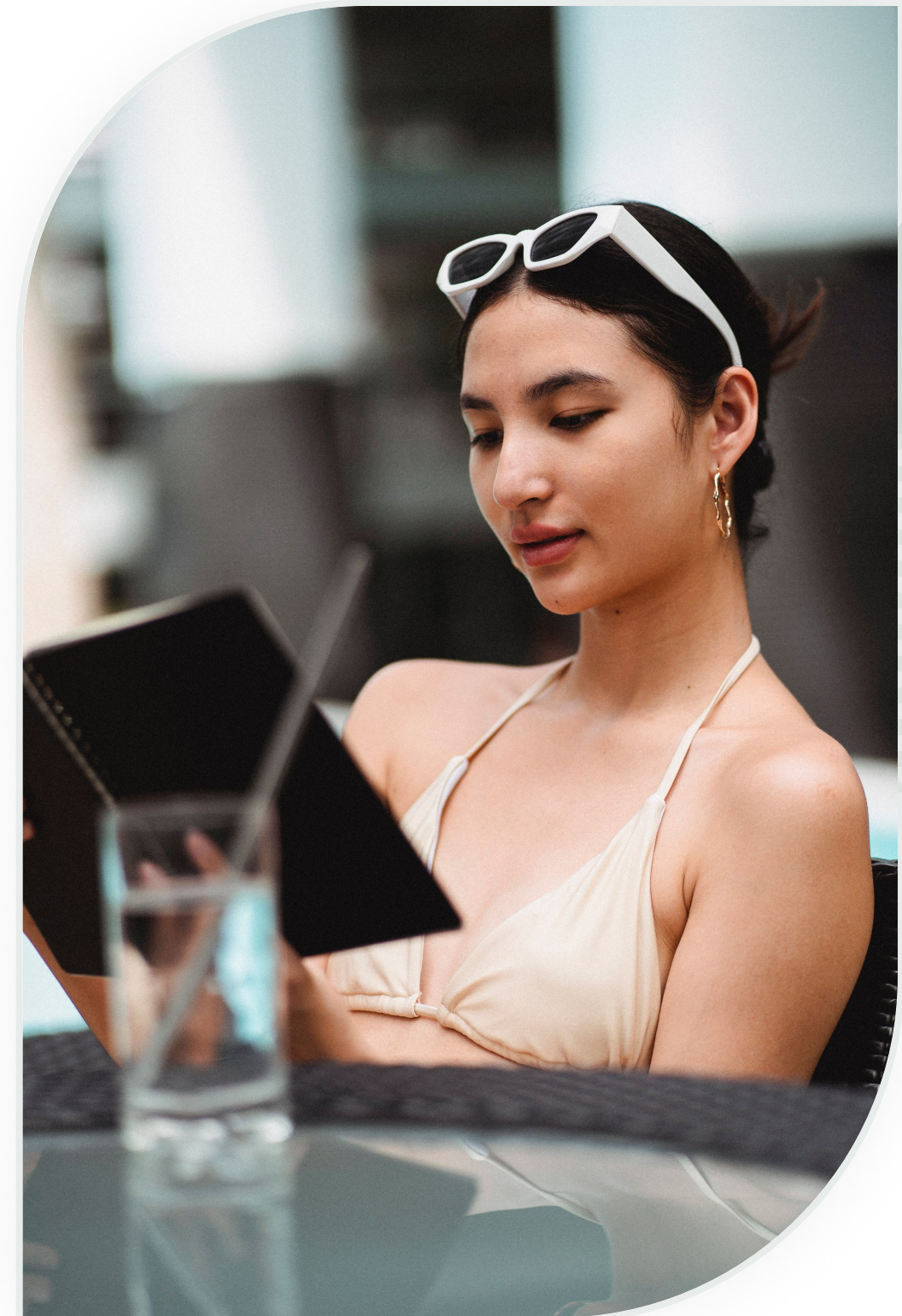
Member enrollment is the first touch point you have with your members. In order to move through this phase quickly and efficiently you need to solve two key problems:

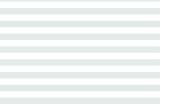


Capture prospective member leads.



Efficiently enroll and onboarding them.





Enrollment

# APPLICATION

BENEFITS



Peoplevine helps you manage this phase through two signup processes:



## Signup process

- Automated approval
- Approval workflow



## Features that make the enrollment processes possible:

- Interest Form
- Application

*This help streamline operational efficiency while giving you full control of the enrollment process.*



# EXCEL SHEETS WITH SENSITIVE DATA

	A	B	C	D
1	1871		admin@187	Active
2	Aaqib	Usman	aaqib@mwi	Non - Active
3	Aaron		aaron@expi	Active
4	Aaron		aaron@expl	Active
5	Abbey		Akwiat@187	Acti
6	Abel		Abelhabtem	A
7	Abhilasha		akonduru@	
8	Abigail		awiechm	
9	Accelerator	Website	accele	
10	Accounting		acco	
11			A	
		Khedkar		
		Affiliat		
		Real		

Step 1 of 3

Member Details  
By invitation, please complete this form in full.

\* Last Name

\* Mobile

\* Date of Birth

\* Address

Suite/Apt

\* City

Postal Code

Company Name

Assistant Details

Assistant's Name

CONTINUE

Step 1 of 7

MEMBERSHIP APPLICATION

MEMBERSHIP

INDIVIDUAL MEMBERSHIP  
\$2000 Initiation Fee, \$5,900 per annum

JUNIOR MEMBERSHIP  
For individuals under the age of 30  
\$1,000 Initiation Fee, \$1,500 per annum

LIFETIME MEMBERSHIP  
A limited number of Lifetime Memberships are available, by invitation only.  
For more information, please inquire.

Kindly select the membership that best suits your needs:

Individual  Junior  Lifetime

\*First Name

\*Last Name

\*Email

\*Mobile

CONTINUE

CASA CIRRIANI

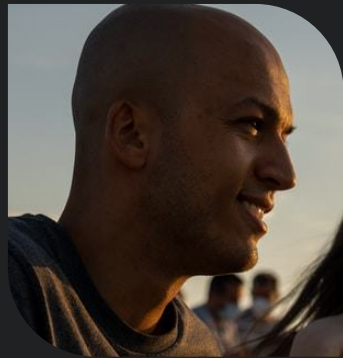
10 SOUTH ST NEW YORK, NY 10004

Never collect your members' sensitive personal data in public spreadsheets again and be out of compicance.

PEOPLEVINE SOLUTION

Enrollment

# APPLICATION APPROVAL WORKFLOW



- Membership level
- Create Your Account
- Personal Information
- Membership
- About you
- Additional Member Information
- Confirmation
- 8 Payment Information**

Level1 / Level2 / Level3 / Active

## MEMBERSHIP APPLICATION

SCAN YOUR

### Payment Information

Cardholder name  
Cardholder name

Card number  
Card number

Expiration date  
Expiration date

CVV  
CVV

You are authorizing this charge to be processed in the future.

You will be subscribed to:

Annual Gold Membership

\$50

A small verification charge may appear on your credit card statement, you will not be charged this value.

SUBMIT

**HELLO MR. / MS.,  
WELCOME IN**



Engagement

# CHECK-IN & DIGITAL IDS

Once members are approved, they will receive a digital ID that allows them to check in automatically and quickly get recognized when they visit your space.



Digital ID



Check In App

A digital ID card for Casa Cipriani. The card is white with a dark blue header and footer. It features the Casa Cipriani logo in the top left and right corners. The membership type is "Founding Individual". The member's name is "Mo Akintunde" and the membership number is "NY1052". The card was joined on "8/17/2021". A QR code is located at the bottom center, with the membership number "NY1052" printed below it. A small portrait photo of Mo Akintunde is in the top right corner. A barcode is visible on the right edge of the card.

CASA CIPRIANI

MEMBERSHIP  
**Founding Individual**

CASA CIPRIANI

MEMBER'S NAME  
Mo Akintunde

MEMBERSHIP #  
NY1052

JOINED  
8/17/2021

NY1052

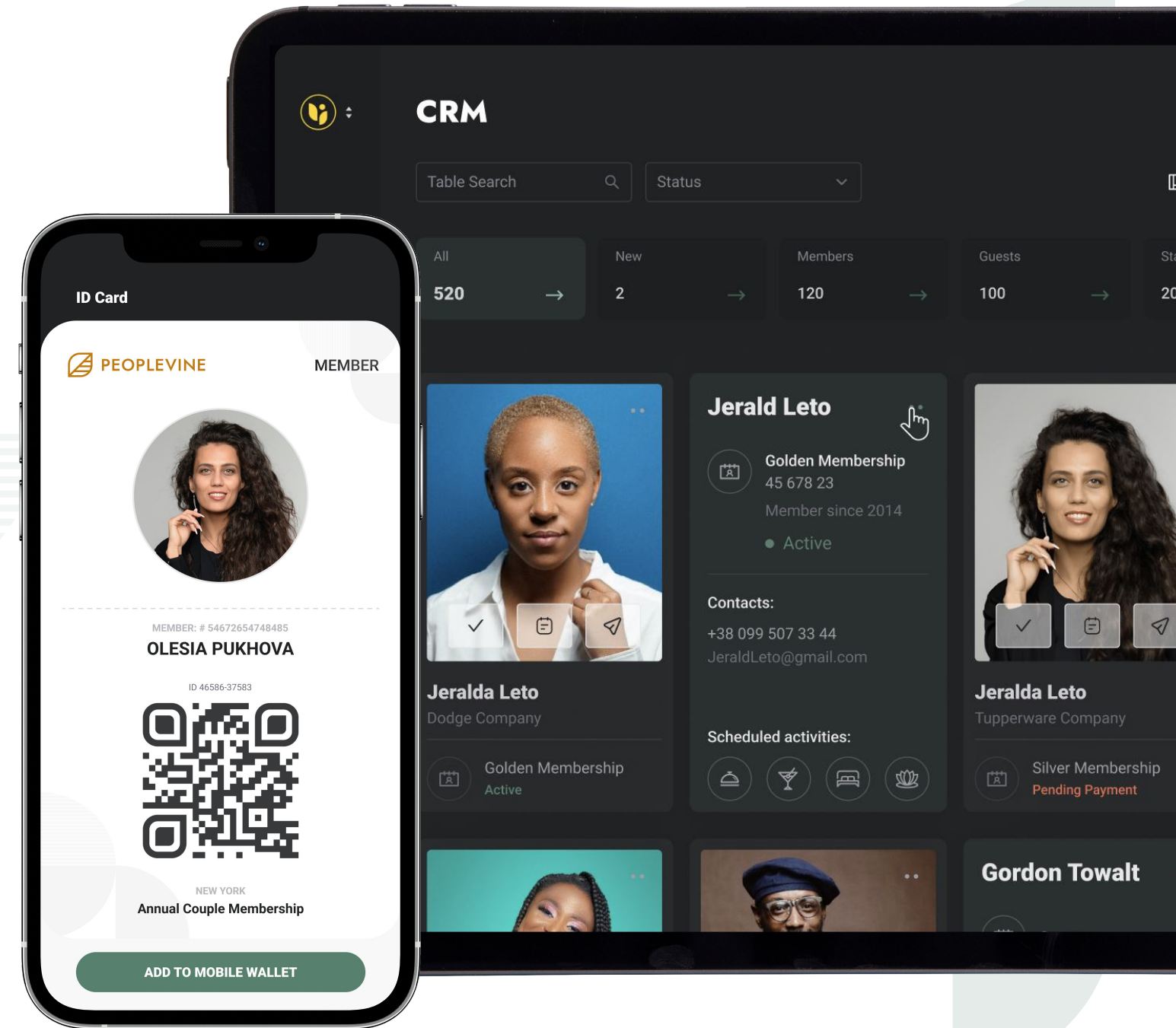
Engagement

# CHECK-IN

Check in members and their guests by scanning their digital ID card, guest passes or typing in their name, phone or member ID number.

Print a chit at the BoH with member info and preferences. Check-In app will update SevenRooms when the member arrives.

Send a text message to your staff upon member arrival.

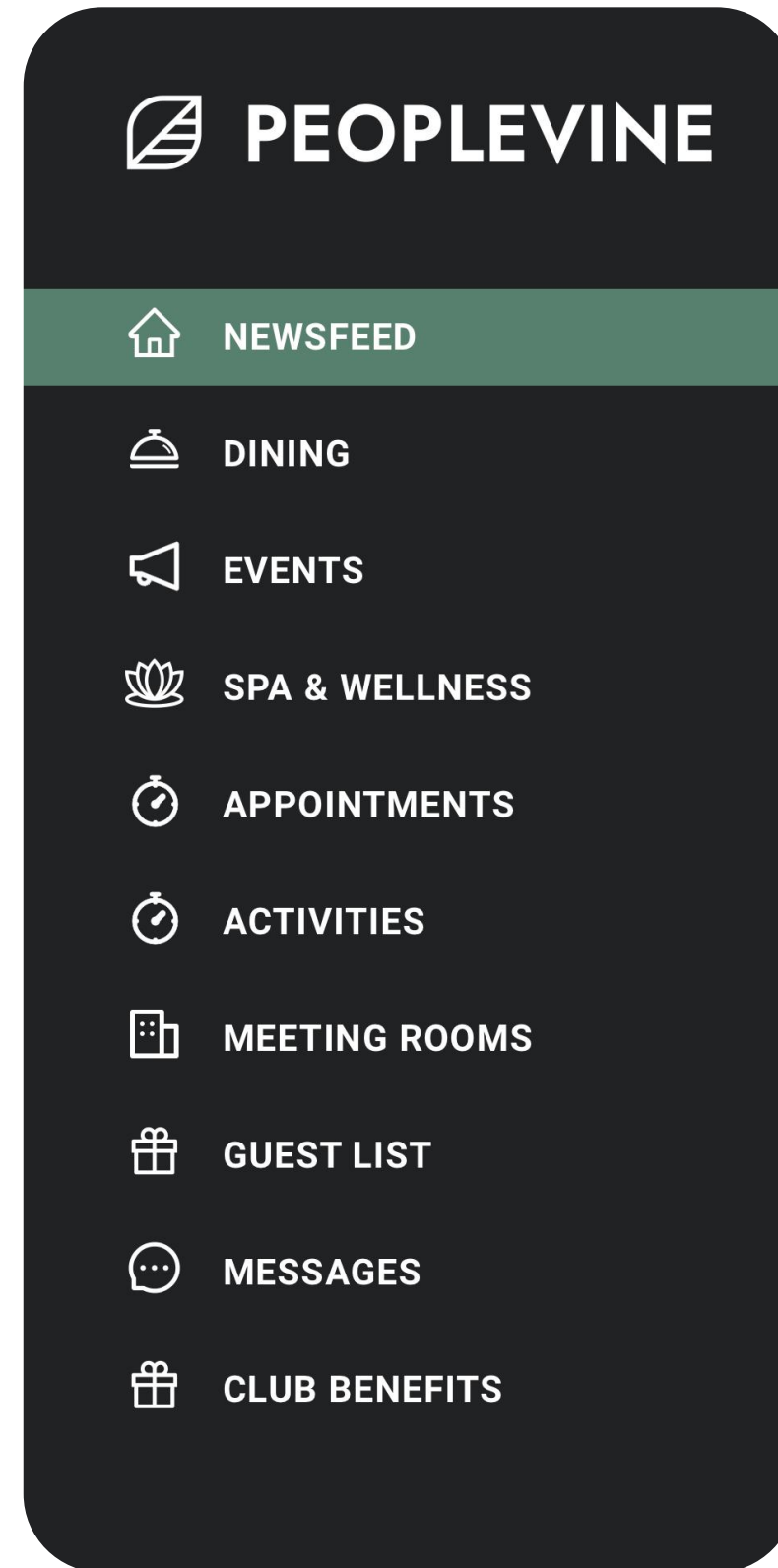


Engagement

# MEMBER APP

The core of your membership offering is driven by your programming, content, services and amenities. In the Member App, members can access everything that makes your club special and unique.

With your very own Member App, you can build community, give your members self-service tools to book services and amenities, and eliminate cumbersome processes like checking-in, all while providing a modern, online and on brand experience.

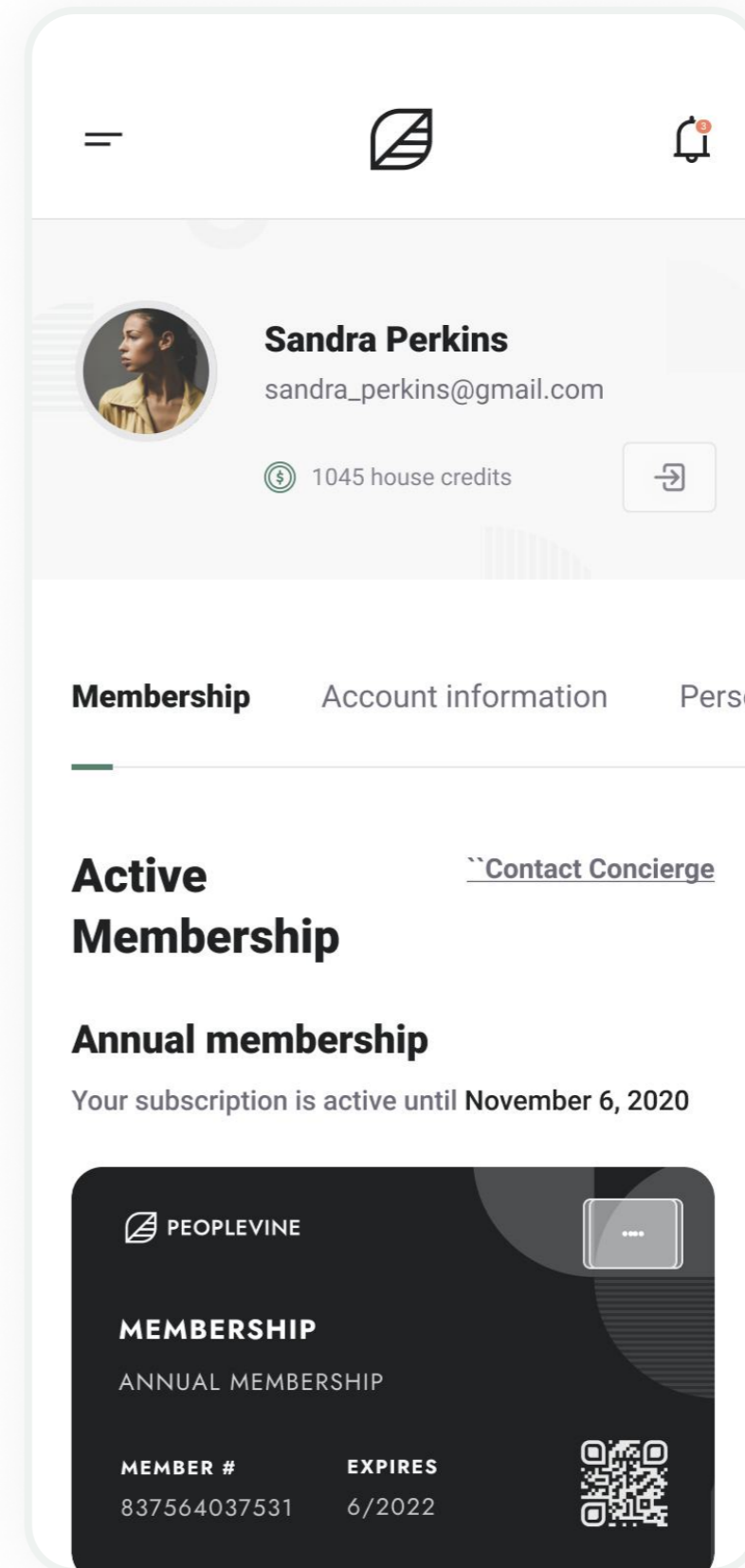


Engagement

# MY ACCOUNT

Make it easy and convenient for members to maintain and manage their membership account.

Give members the ability to edit their profile, keep a card on file, and view their monthly statements.



Engagement

# MY ACCOUNT

FEATURES

## Memberships

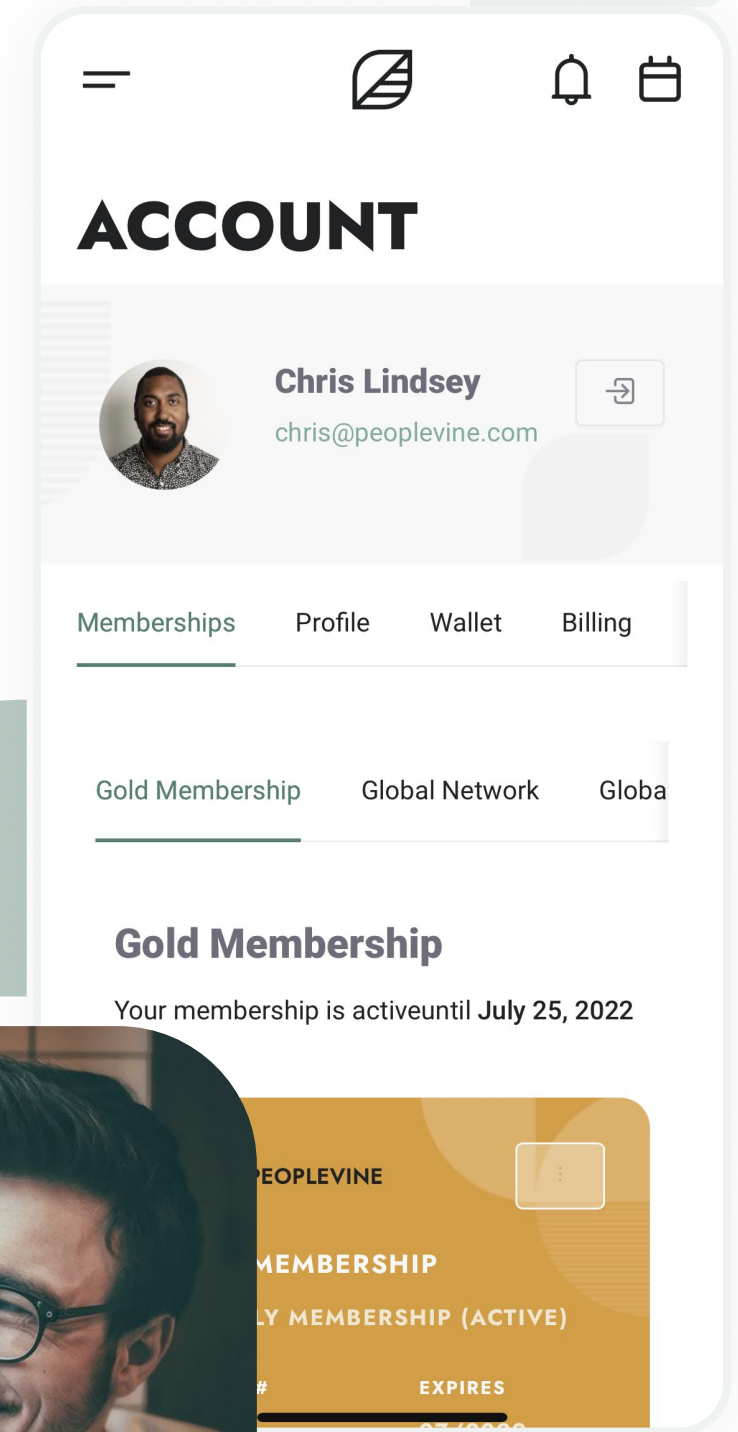
- Members can see their membership type and manage their dues and payments.
- Members can add additional members to their membership plan (if applicable) and nominate new members to join them at the club (if accepted).

## Profile Management

- Allow members to update their profile, photo, passwords, and update preferences.

## Payments & Billing

- Members can add a payment method on file and use house credits for all dining and in-club services.
- Monthly statements and receipts are available at their fingertips to give them visibility into their spend.



Engagement

# MEMBER APP

FEATURES

Give your members everything they need to engage with your club, at their fingertips.

## Notifications



Notifications provide easy and convenient access to a member's last 5 orders booked in the app, and links to quickly see their entire order history in their My Account section.

## Calendar



Members can see everything they've booked - events, dining and table reservations, workspaces or spa bookings.

## Workspaces



If you have meeting rooms, podcast studios, or workspaces to provide co-working to members, members can check the availability of these spaces and book them right through the app.



## Dining

- Feature your restaurant or restaurants, their respective menus, photos and hours of operations.
- Divide your dining page into different tabs. You may have a Fine Dining restaurant and a Casual Dining restaurant within your space. You can separate these restaurants and let members choose what type of dining experience they want.
- Divide your restaurant into zones such as patio, rooftop, chef's table and more, giving you the flexibility to create specialty scheduling areas.

*(Members can easily request to book these spaces for private events by submitting a form within the app.)*

- Allow your members to book a table through our reservation system integrated with SevenRooms. Prepaid or ticketed reservations can also be offered for unique culinary experiences.

The screenshot displays a mobile application interface for a restaurant. At the top, there are three tabs: "Reservations", "Menu", and "Special Events". The "Menu" tab is currently selected. Below the tabs, there are two main sections: "Dinner" and "Dessert".

The "Dinner" section features a "See all" link and a list of four items, each with a circular image, a title, a price, and a description:

- Coccoli\*** \$19.00: cipussy dough, stracchino cheese, prosciutto di parma, truffele honey
- Burrito cochinita pibil** \$18.00: burrito stuffed with pulled pork, grilled pineapple, black bean...
- Totopos z salsami** \$15.00: tortilla chips and three salsas to choose from
- Guacamole z totoposami** \$33.45: salsa guacamole z awokado hass i totoposami

The "Dessert" section is partially visible at the bottom with a "See all" link.

On the right side of the app, there is a "Casual Dining" header with a "See all" link. Below this is a photo of the restaurant's interior. Further down, there is a "MENU" button, a "BOOK A TABLE" button, and a status indicator that says "Opens to 6:00pm".

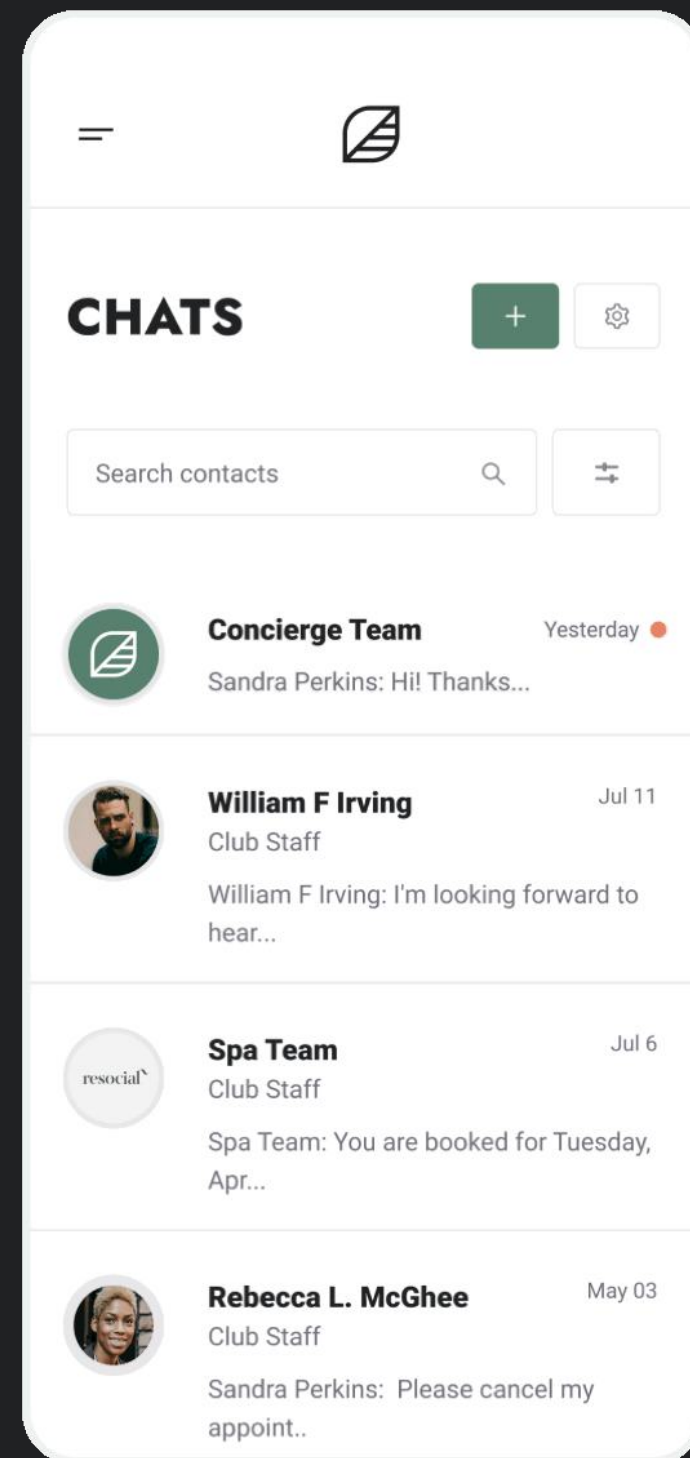
## Messages

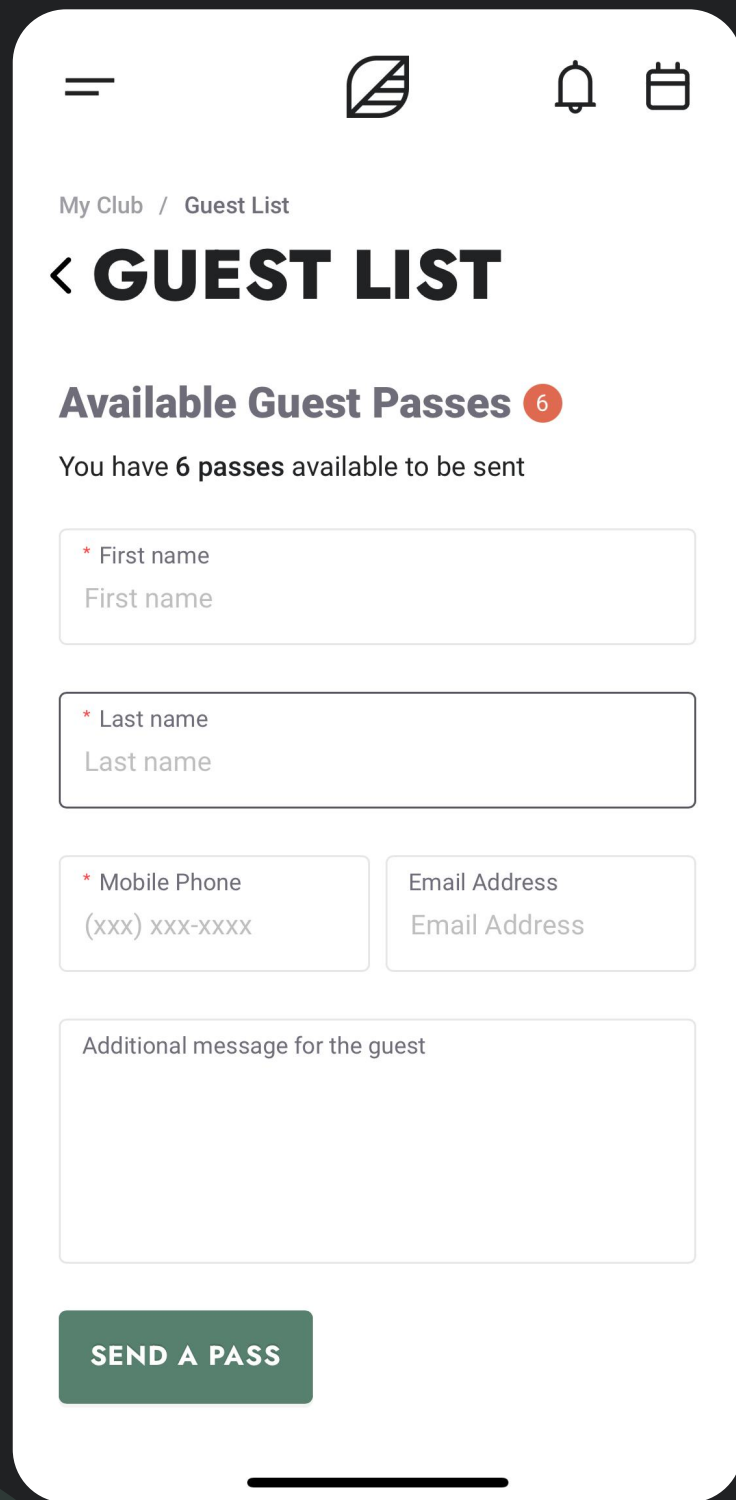
- Members can easily chat with your club's staff.
- Staff can respond via email or within the Peoplevine dashboard.
- All messages will live within the member's App.

## Club Benefits

- Feature various amenities and spaces around your club, such as your rooftop bar, lounge spaces, or wellness rooms that members can book and rent out.
- Display your house rules and bylaws for members to review at any time.
- Share exclusive discounts from partner brands.
- Offer a network of reciprocal clubs available to your members, and give them the ability to make visit requests.

*(Members can learn more about your reciprocal clubs and what makes them unique.)*





The screenshot shows a mobile app interface for sending guest passes. At the top, there are navigation icons: a hamburger menu, a leaf icon, a bell, and a calendar. Below the navigation is a breadcrumb trail: "My Club / Guest List". The main heading is "< GUEST LIST". Underneath, it says "Available Guest Passes 6" with a red circle containing the number 6. A sub-heading reads "You have 6 passes available to be sent". The form contains several input fields: a "First name" field with a red asterisk and placeholder text "First name"; a "Last name" field with a red asterisk and placeholder text "Last name"; a "Mobile Phone" field with a red asterisk and placeholder "(xxx) xxx-xxxx"; an "Email Address" field with placeholder "Email Address"; and a larger text area for "Additional message for the guest". At the bottom, there is a green button labeled "SEND A PASS".

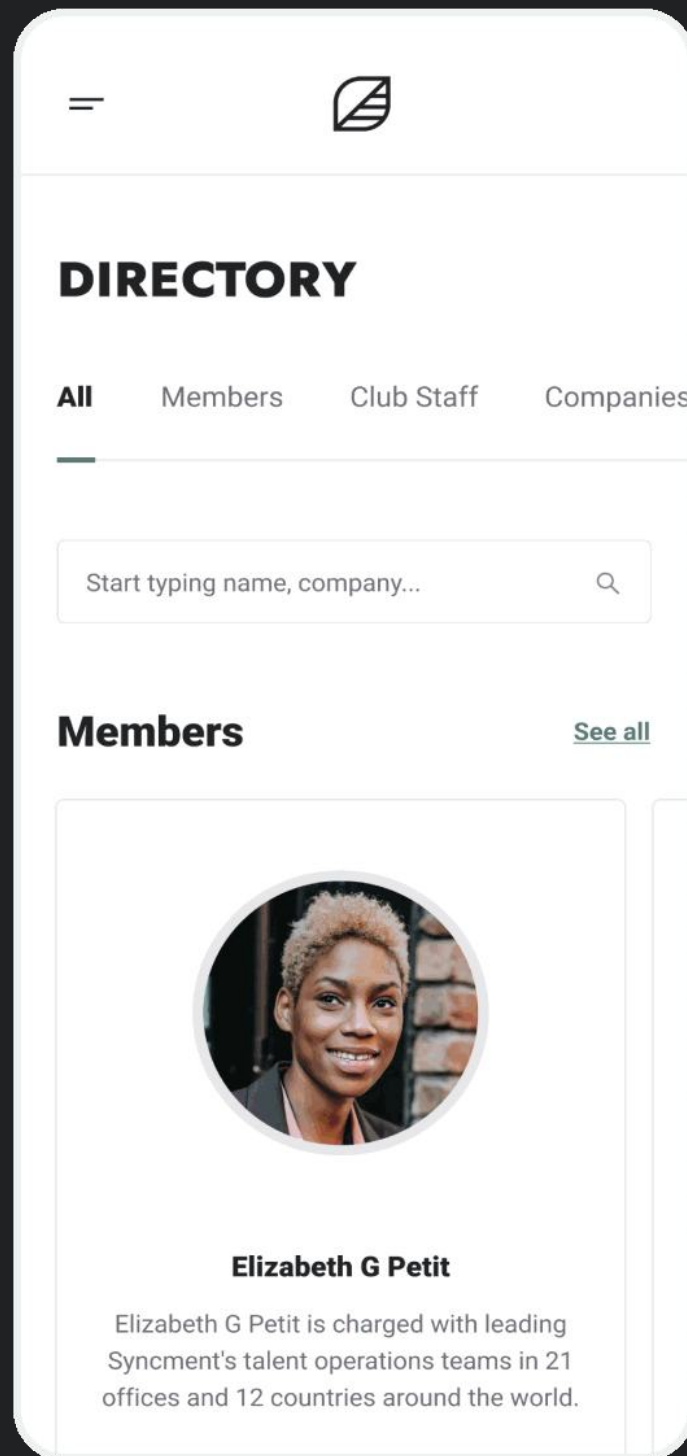
## Events

- Members can sign-up for in-person or online events, purchase tickets, and save events to their calendar.
- Your Event Managers can set up multiple ticket types such as free RSVPs, general admission, VIP and others.
- Set up different price levels based on membership tier.
- Once a member has their tickets in their digital wallet, they can share these tickets with their friends with the click of a button.
- Create a waitlist to capture more RSVPs.

## Guest List

- Give members an easy way to invite guests to join them at your club with digital guest passes. Members can see how many passes they have sent and staff can quickly and easily check them in through the Peoplevine's Check-In app.
- Control the amount of guest passes members receive on a monthly basis.

*(Guest list names can be leveraged as leads to drive future membership growth.)*



## My Club

- A newsfeed style section of the App, where you can curate articles and announcements that keep your members engaged and coming back to view up-to-date content and happenings around the club.
- These articles and announcement posts can be viewed and shared.

## Directory

- The directory lets your members get acquainted with your club's staff and associated companies.
- Staff can create profiles and highlight their personalities, interests, and skills.
- Members can book appointments with personnel that offer massage sessions, tennis lessons or other personalized services.

Engagement

# MEMBER APP

BENEFITS

Members expect digital tools that make their lives easy, convenient and on-demand. Our App does just that for them and your property.



Generate revenue 24/7 with self-service bookings



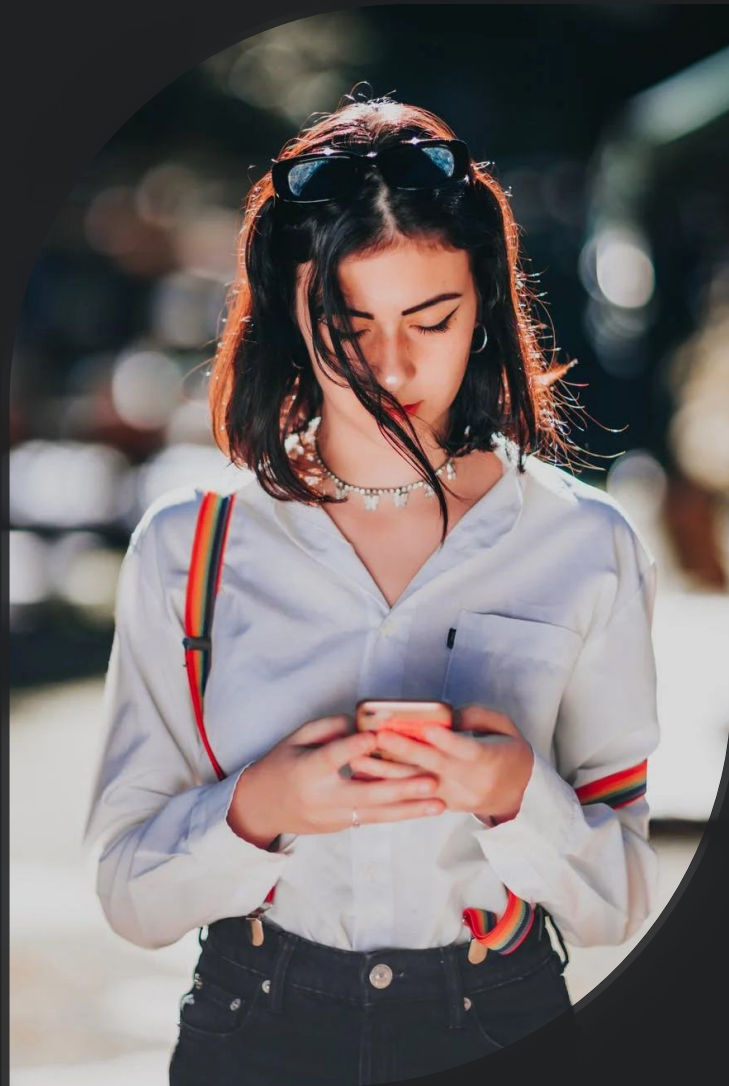
Access to club programming, content and amenities.



The Hospitality

# MEMBER APP

BENEFITS



Instant communication  
between members  
and staff.



An always on and on brand  
online member  
experience.



Build a network  
of valuable member  
partnerships.



Seamless member/guest  
check-in experience.

# OPS TEAM DASHBOARD

TownHouse NY

### Dashboard

Dashboard Live View **Staff Notes** NEW NOTE

All Staff Notes: 40

General: 15

Priority: 10

Account Related: 7

Customer Service: 5

Requests: 3

Table Search: Today Priority 2 For Clear all MORE FILTERS

REF CONTACT	TYPE	LABEL	FROM	NOTE	ACTION
Joseph Marlin	General	Priority	Jordan Gildman	Member and guests were told multiple times to stop taking photos, phone, etc. Rude to staff and tipped \$2.	<a href="#">View</a>
Joseph Marlin	General	Confidential	Boren Novakovic	Membership Dues for the month of August are complementary...	<a href="#">View</a>
Joseph Marlin	Priority	Priority Confidential Food & Bev	Boren Novakovic	Card declined - did not provide a new card within 30 days, returned to waitlist.	<a href="#">View</a>
Joseph Marlin	Priority	Negative	Boren Novakovic	A refund was issued To the customer In the amount of \$3,062.48. Cancelled Order	<a href="#">View</a>

# MEMBER PROFILE

## FEATURES

## CRM Dashboard



As members interact with your various services and amenities, they leave a trail of data that ties back to their CRM profiles.

Data can be leveraged by staff to personalize communication and future engagements.

### Profile Details

Personal | Staff Notes | Linked People | Preferences | Check-ins

Total Spend: **\$ 4 486.00**

Unpaid Balance: **\$ 1 938.00**

Available Credits: **\$ 00.00**

Linked People: **14**

#### Personal Details

- Female
- Born on 5 October, 1965 (56 year old)
- Anniversary date: 21 June, 1980
- Type: Customer
- Category: Member
- Membership Plan: Young Professional
- Payment Method: \*0923 (Exp. 11/2026)
- Member since 24 Oct, 2020
- Proposer: Mario Lupin
- Account Owner: Ann Sailor
- Account Time Zone: Central Time (US & Can)

#### Professional area

**Chanel Inc**  
BUSINESS DEVELOPMENT MANAGER  
Corporate

[EDIT PROFILE](#) [RESET PASSWORD LINK](#)

#### Contacts

- (847) 594 - 5954 (Primary)
- (099) 954 - 7947 (Secondary)
- tara.w@gmail.com (Primary)
- tara.w@ukr.com (Secondary)
- Lives at 202 N Michigan Avenue, Chicago, IL, 60606, USA
- Communication opted in:  EMAIL  MESSAGING  SMS

#### Location

#### Social Links

- mywebsite.com
- myinstagram.com
- mylinkedin.com
- mytiktok.com
- myfacebook.com
- mytwitter.com

# MEMBER PROFILE

BENEFITS



Empower staff with data for high value tasks.



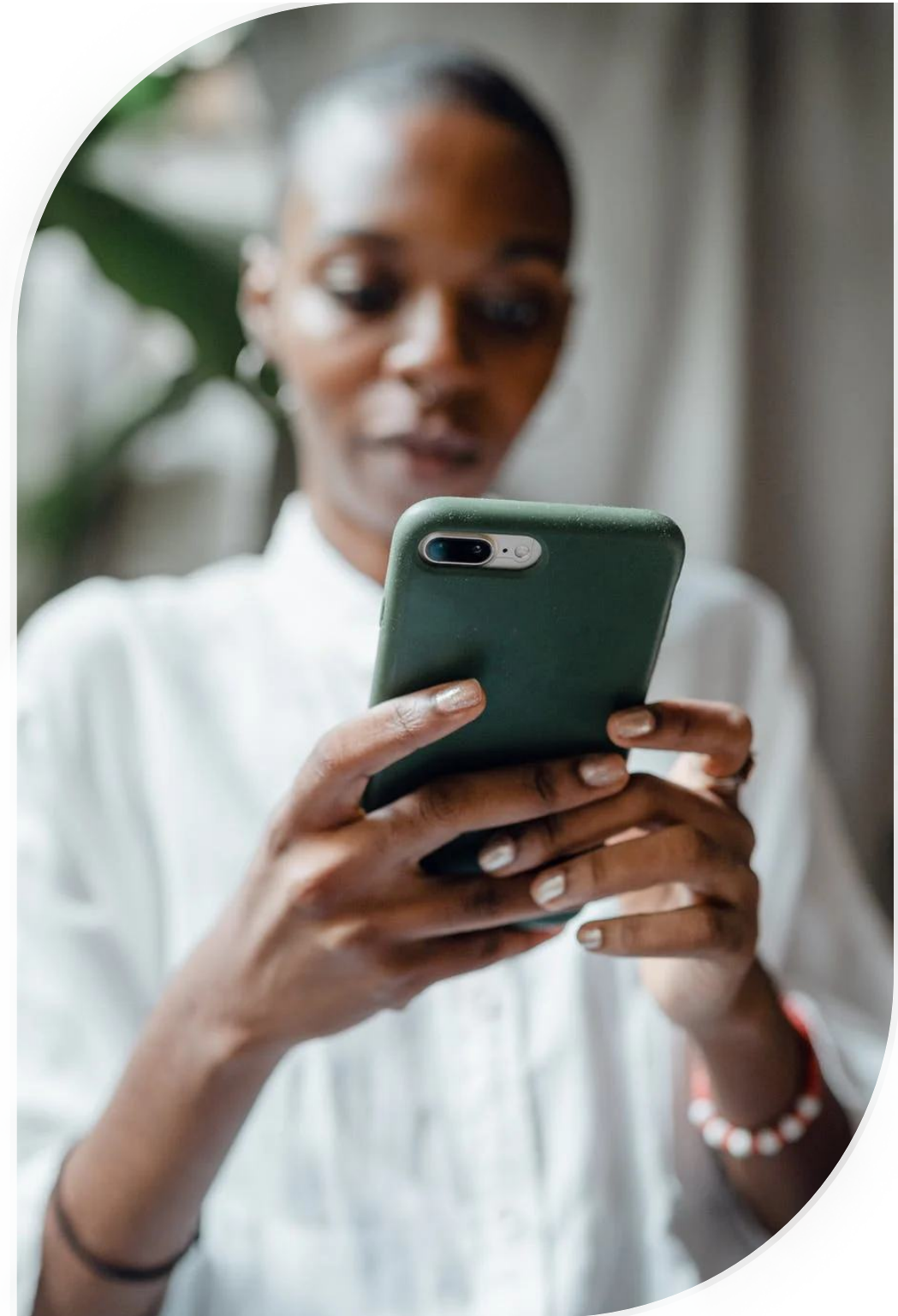
Gain deep understanding of member preferences and behaviors.



Free staff from low value tasks.



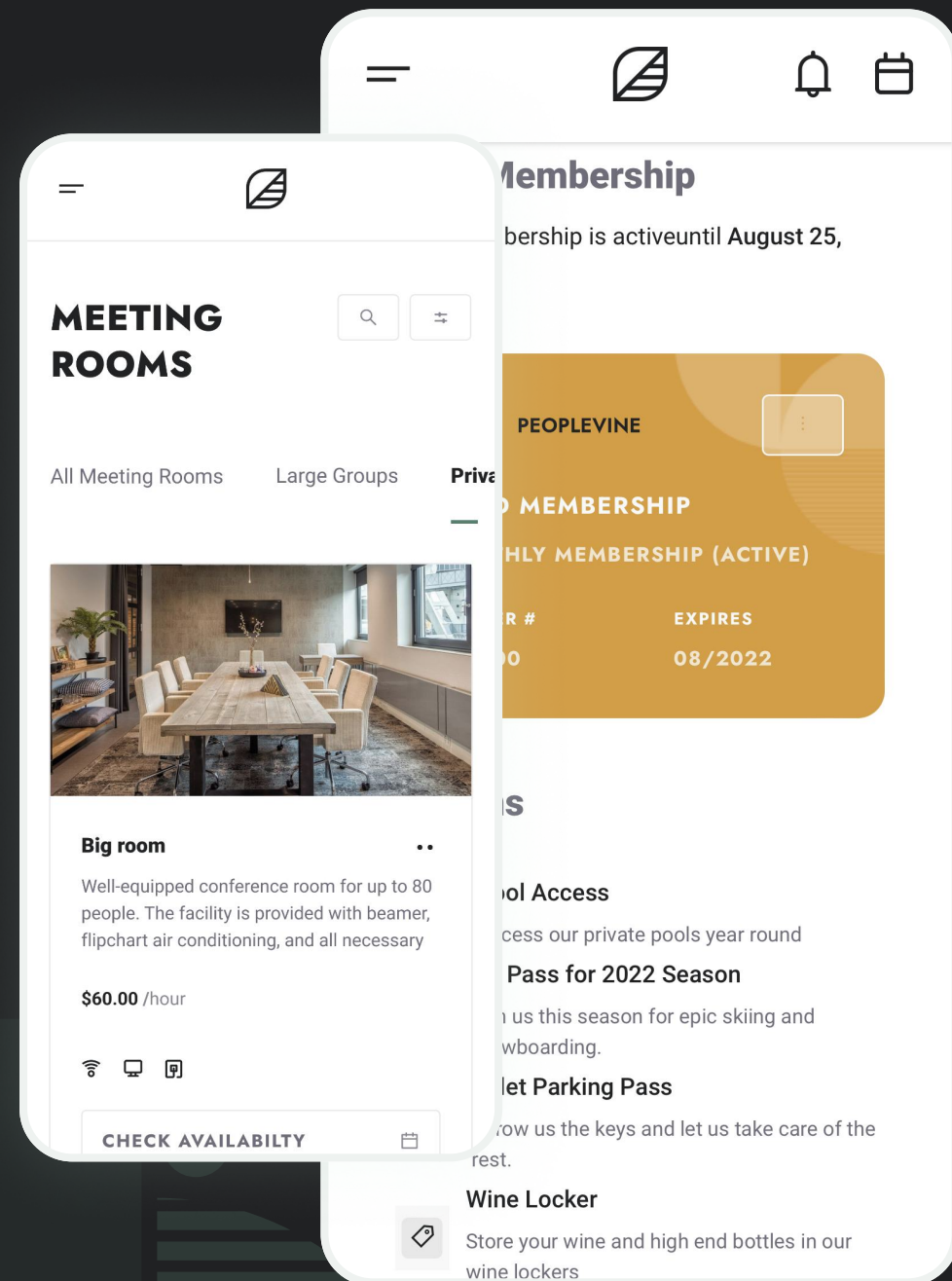
Use data to surprise and delight members.



Grow

# REVENUE GENERATION

## FEATURES



## Events



Members can sign-up for in-person or online events, purchase tickets, and save events to their calendar.



## Add-on subscriptions

- Members can subscribe to additional amenities like wine locker, Pool access or Ski passes, valet parking.



## Appointments Bookings - *coming soon*

## Activity Bookings



## Amenity Reservations / Workspaces

## Spa and Wellness



Let members book spa services right from your app. Offer special member pricing.

Grow

# LEAD GENERATION

FEATURES

## Member Referral & Nominations



Within the app, members can quickly nominate individuals for membership.

## Guest List



Give members an easy way to invite guests to join them at your club with digital guest passes. Members can see how many passes they have sent and staff quickly and easily check them in through the Peoplevine's Check-In app.

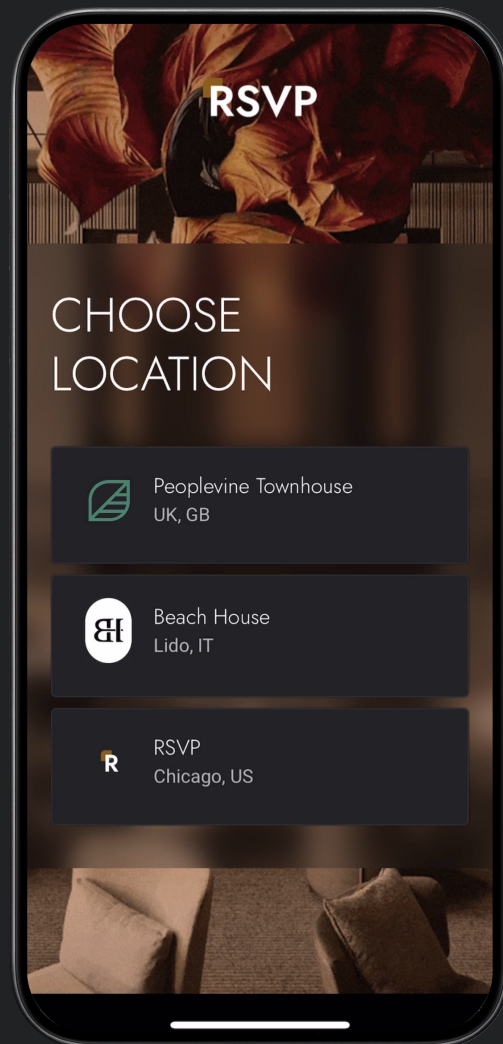
*(Guest list names can be leveraged to drive future membership growth.)*

## Event ticket sharing



When members invite friends to events, you can leverage the guest list for future campaign to drive members.

# GLOBAL NETWORK



MULTI-LOCATION



GLOBAL PAYMENTS



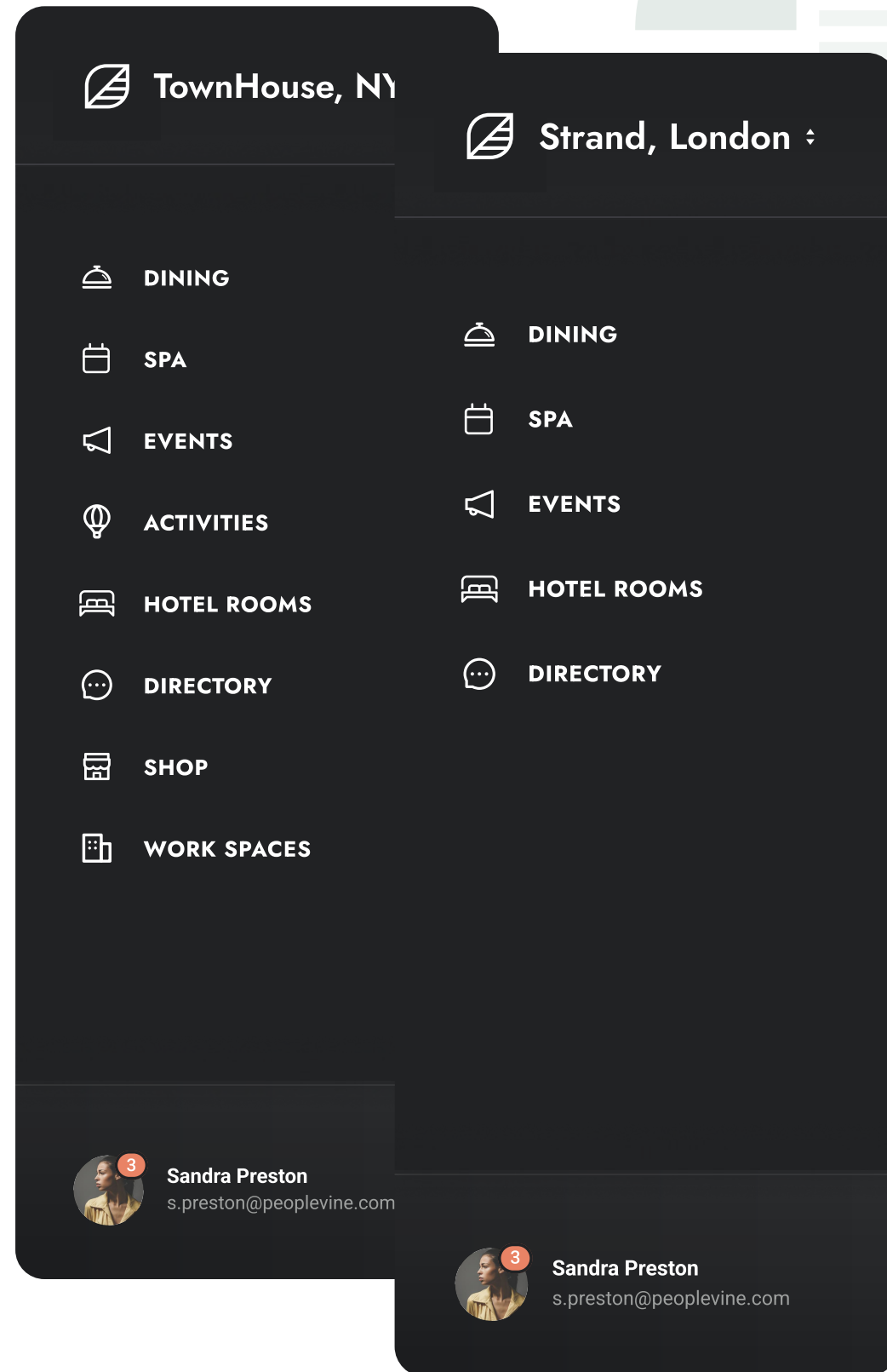
LOCALIZATION

Grow

# GLOBAL NETWORK

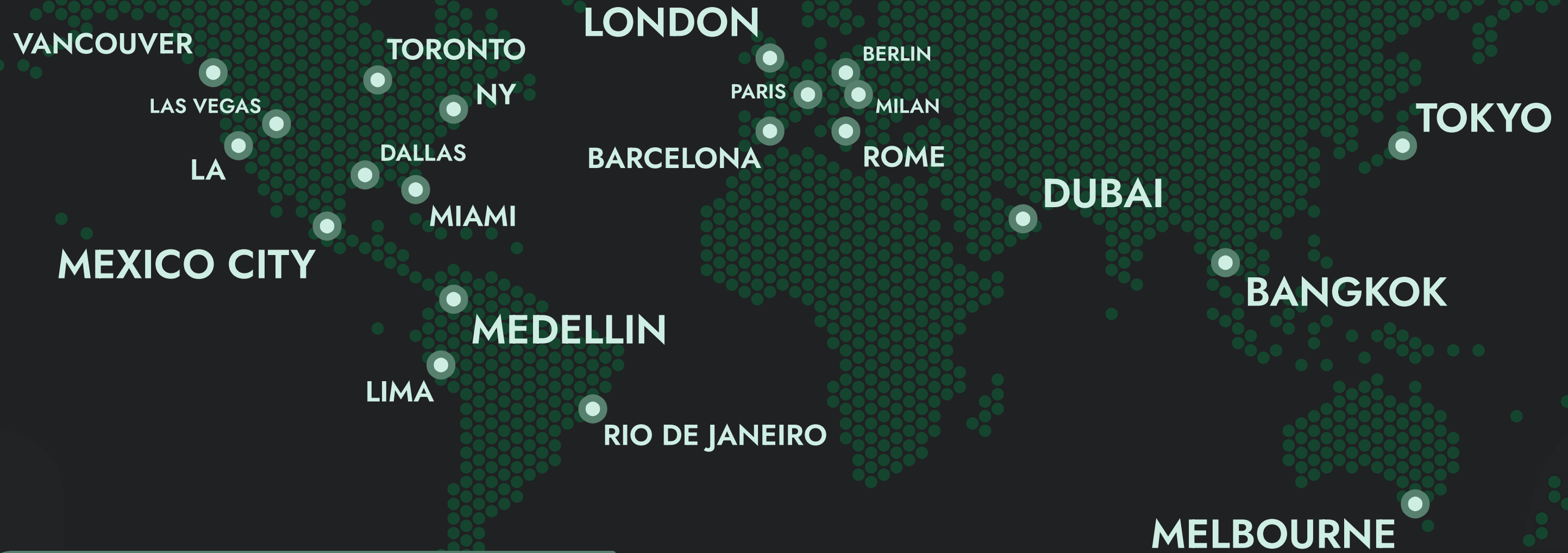
Global Network enables you to connect multiple locations within your hospitality group in one Member App.

Members maintain a single app experience while gaining access to all your properties and their services and amenities. Sell global memberships, generate deeper guest insights, while providing personalized service at scale.



World

# MAP



RECIPROCAL NETWORK OF CLUBS = VALUE TO MEMBERS ○

Grow

# INTEGRATIONS

## Member App + Integrations

Many membership programs must facilitate transactions across not only dining, F&B and hotel room bookings, but also spa and massage services, tennis lessons and much more.

In order to give your members a seamless, yet robust set of experiences, your technology solution must “play well with others” to manage these various revenue driving services.



General

# INTEGRATIONS

ACCESS CONTROL

**SALTO**  
inspiredaccess

**HIKVISION**

PROPERTY MGMT SYSTEM

**OPERACLOUD**

**ORACLE**  
OHIP/OXI

**MEWS**

PAYMENT PROCESSORS

**stripe**

**GOCARDLESS**

RESERVATION SYSTEM

**SEVENROOMS**

**book4time**

**tripleseat**

**TableCheck**

POINT OF SALE

**micros**  
Symphony

**toast**

**lightspeed**

**THANK YOU**



***(312) 957-7737***

**INFO@PEOPLEVINE.COM**

**WWW.PEOPLEVINE.COM**

