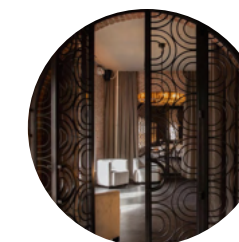


ELEVATE YOUR MEMBER EXPERIENCE

PEOPLEVINE IS A MEMBER EXPERIENCE AND CRM PLATFORM

We allow you to create digital experiences for your members with self-service tools and utilize member data to deliver personalized hospitality and drive growth.



LIFESTYLE HOSPITALTY BUSINESSES ELEVATING WITH MEMBERSHIPS

PRIVATE 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.



BOUTIQUE HOTELS AND RESORTS

Popular destinations for locals and travelers alike, many of these properties have begun to establish a members club to differentiate themselves from the competition.



LUXURY RESIDENTIAL COMMUNITIES

As high-end residences and condo hotels up their amenities, developers are looking to leverage the power of membership to enhance the residential experience.



COWORKING

To accommodate a growing number of start-ups and remote workers, coworking spaces are introducing more tiered levels of membership to their offerings.



GLENEAGLES



CORE:

ZERO · BOND



COMMON
♦HOUSE♦

MONDRIAN
SOUTH BEACH



INNESS



NOCATEE®
PONTE VEDRA • FLORIDA

LAYLOW

PRIVATE CLUBS

BOUTIQUE HOTELS

LUXURY RESIDENTIAL

COWORKING



“When we were looking at CRM solutions, like Salesforce and HubSpot, these tools were more directly sales-oriented. PeopleVine had more features for Membership Management than anyone else.”

ZAC MOSELEY





CEO AT TEMPLATE COMPANY

A COMPLETE MEMBER EXPERIENCE

ENROLLMENT

-  CRM & APPLICATIONS
-  SIGNUP LANDING PAGE



ENGAGEMENT





-  PORTAL
-  POS & INTEGRATIONS
-  BOOKINGS & RESERVATIONS
-  PERKS & PRIVILEGES

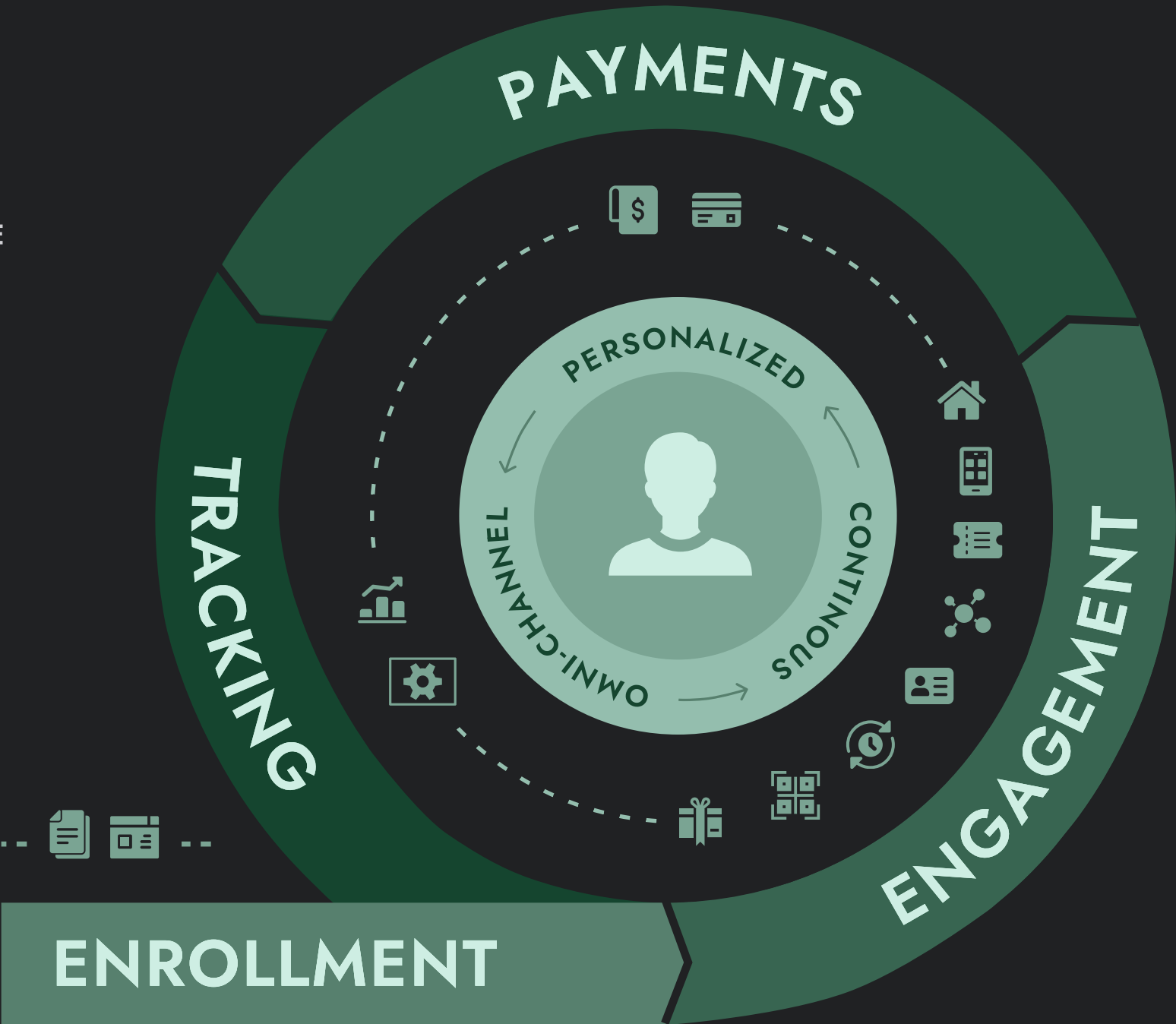
TRACKING

-  REPORTING & ANALYTICS

PAYMENTS

-  CARD ON FILE & HOUSE ACCOUNT PAYMENTS
-  RECURRING BILLING

-  EVENTS & TICKETING
-  DIGITAL ID CARD
-  CHECK-IN APP
-  MOBILE APP



TWO-SIDED PLATFORM IN THE CLOUD

FOR MEMBERS

PEOPLEVINE

🕒

👤

📅

🗓️

📄

🎁


👥

📊

👤²

EVENTS

21 JUNE



Poetry Evening


A traditional-style slam with a group of our famous poets and judges.

Oyster Bar, 18th Floor — 6:30 PM CST

22 JUNE

EVENTS

22 JUNE



Sandwalkers Band Night

A Chicagoland live band performance with surprises and special guests.

Oyster Bar, 18th Floor — 8:00 PM CST

23 JUNE

🔍 Start typing to search...

⚡

📄

ADD PERSON

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
3 friends	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
Allergy: nuts, milk	4 days ago 6:23 PM CST 11/09/22	today 11:00 AM CST 11/09/22	never no data available
Waiting for membership upgrade	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
Recently added spouse, but she never visited	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
Has 1 invoice due	never no data available	never no data available	7 days ago 4:34 PM CST 11/02/22

FOR OPS TEAMS

WHY MEMBERS WILL KEEP YOU ON THEIR HOME SCREEN

SEAMLESS DIGITAL EXPERIENCE



Give your members a single digital home where they can access all your place as offer and make them part of your brand experience.

ACCESS PERSONALIZED HOSPITALITY



Deliver events, programming and amenities that match your members interests and preferences at the point of service.

CONNECT WITH MEMBERS AND STAFF



Build a community and create a sense of belonging among members and staff through personalized data and messaging.

WHY YOUR OPS TEAM WILL LOVE IT

CREATE YOUR CUSTOM BRANDED
EXPERIENCE AND GROW \$\$\$



Use Peoplevine to create engaging digital experiences across all your revenue streams, staff and spaces, so your members are always connected.

MAKE SMART CHOICES AND
SAVE UP TO 60% ON SOFTWARE



Invest in the Guest Experience, not
back-end code
(we already did that...).

ELEVATE YOUR STAFF TO
OPERATE MORE EFFICIENTLY



Give your staff time back while
giving your members digital tools
they want to use.

MEMBER ENROLLMENT

APPLICATIONS, FORMS & LANDING PAGES

MAKE IT EASY TO SIGN UP AND PAY

PeopleVine's dynamic online applications allow you to capture information on a prospective member, collect credit card and ACH payment details and manage the membership approval process. Each stage in the process (i.e. pending, approve, decline) can send custom automated emails to update applicants.

The image displays three different views of the PeopleVine membership application process:

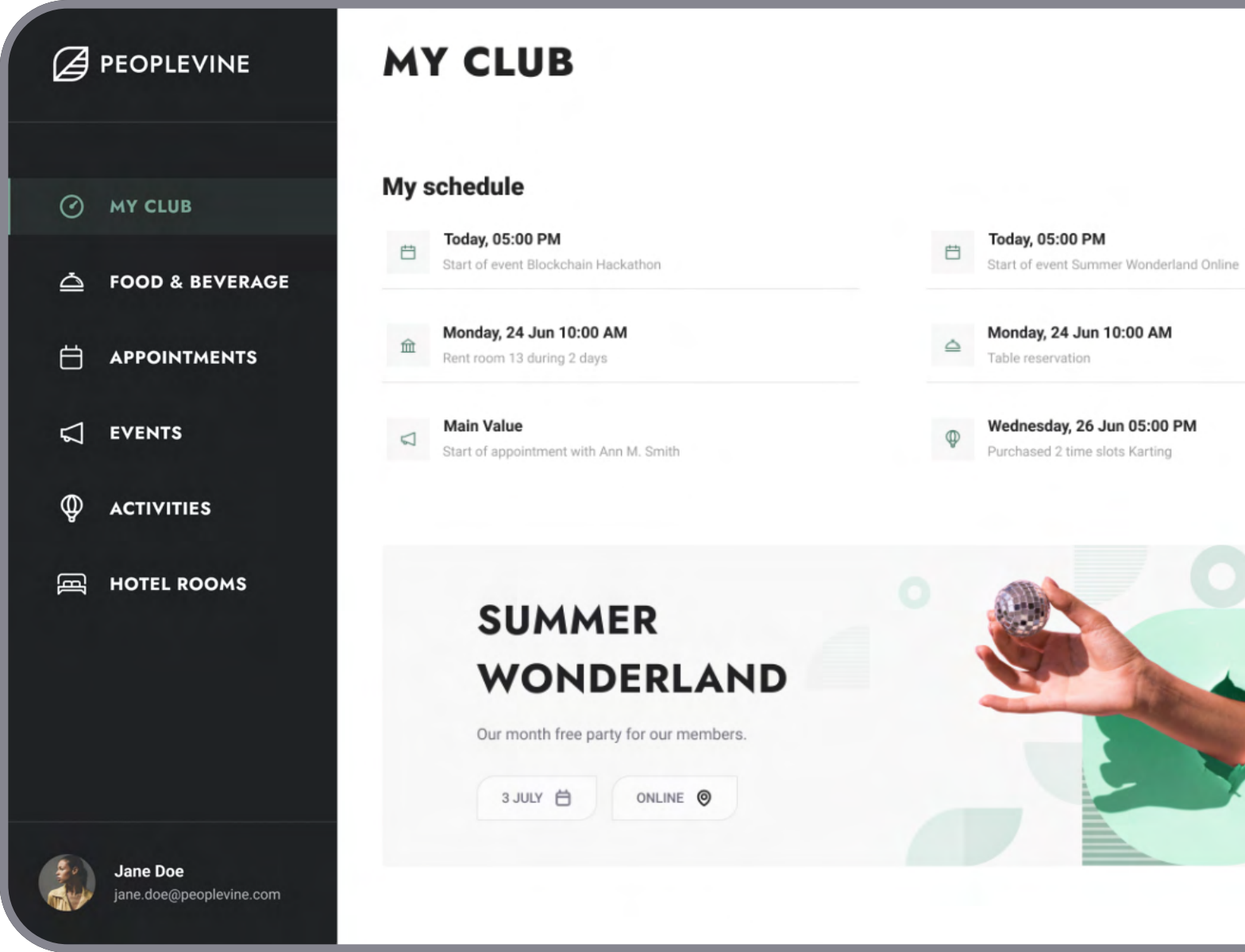
- Desktop Landing Page (Left):** Features the PeopleVine logo at the top left. The main heading reads "ELEVATE YOUR MEMBERSHIP EXPERIENCE". Below this, a sub-headline states: "As the amenities and hospitality of high-end residencies increases,..."
- Mobile Application Form (Center):** A smartphone screen showing the "MEMBER APPLICATION" form. It includes a progress bar with three steps: "Membership level", "Primary Member Info" (currently active), and "Personal Info". The "Primary Member Info" section contains input fields for "First name", "Last name", and "Email address". A green "SAVE AND CONTINUE" button is at the bottom.
- Desktop Membership Application Form (Right):** Titled "MEMBERSHIP APPLICATION", it asks the user to "Select your membership type." Two options are shown: "Annual Gold Membership" (with an orange card image) and "Annual Standard Membership" (with a black card image). Below this, the "Address" section includes a dropdown for "USA" and a text field for "City" with "Nashville" entered.

MEMBER ENGAGEMENT

MEMBER PORTAL

GIVE YOUR MEMBERS A HOME

Provide your members with a password protected member portal where they can view their account, billing, order history and dining transactions, edit their profile, make dining reservations, and access events and exclusive content.

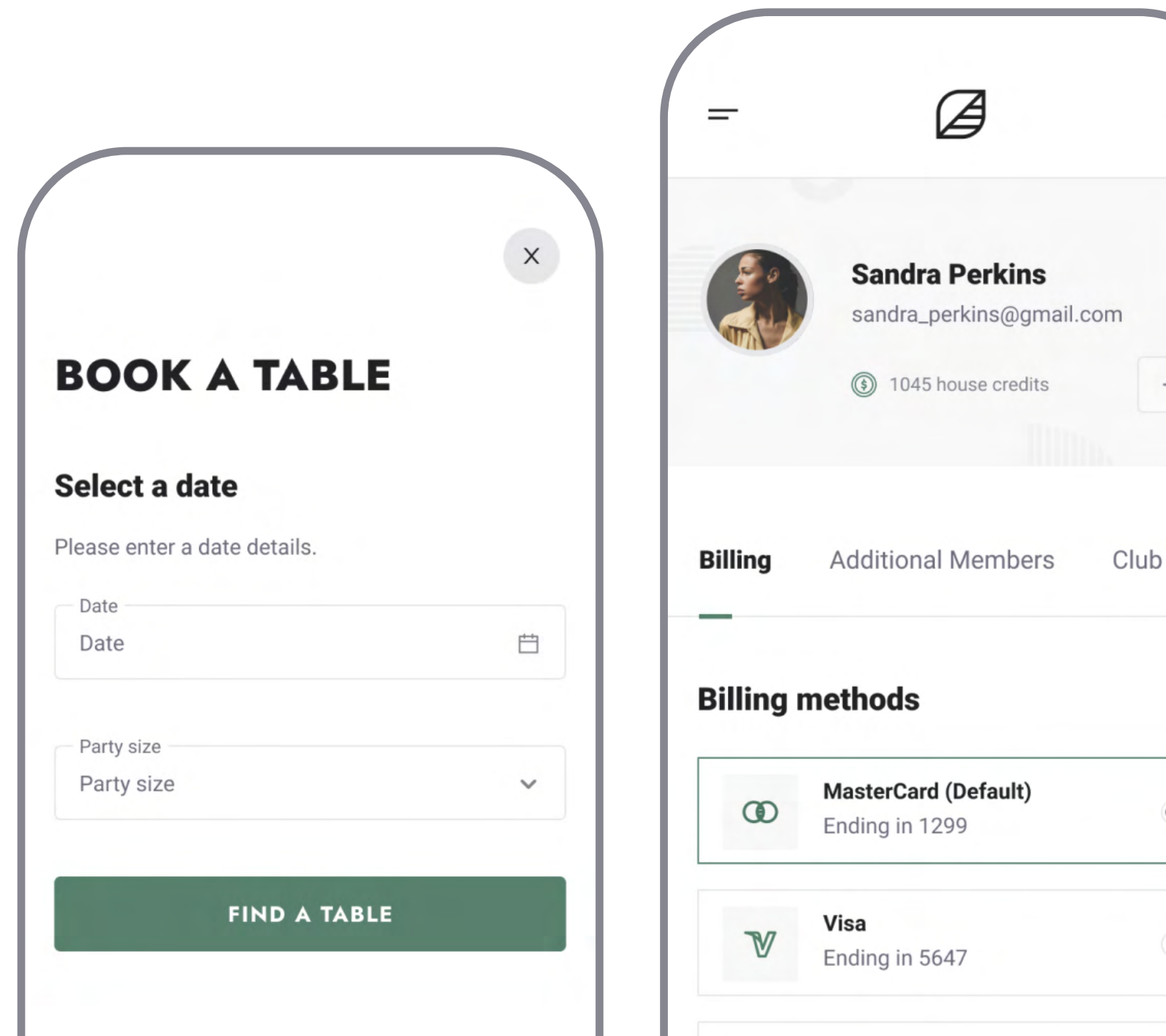


MEMBER APP

A HOME WHEN THEY ROAM

Provide your members with a mobile app to view their membership account and billing, edit their profile, make dining reservations, and access events and exclusive content.

In addition to email and SMS, send push notifications to members.



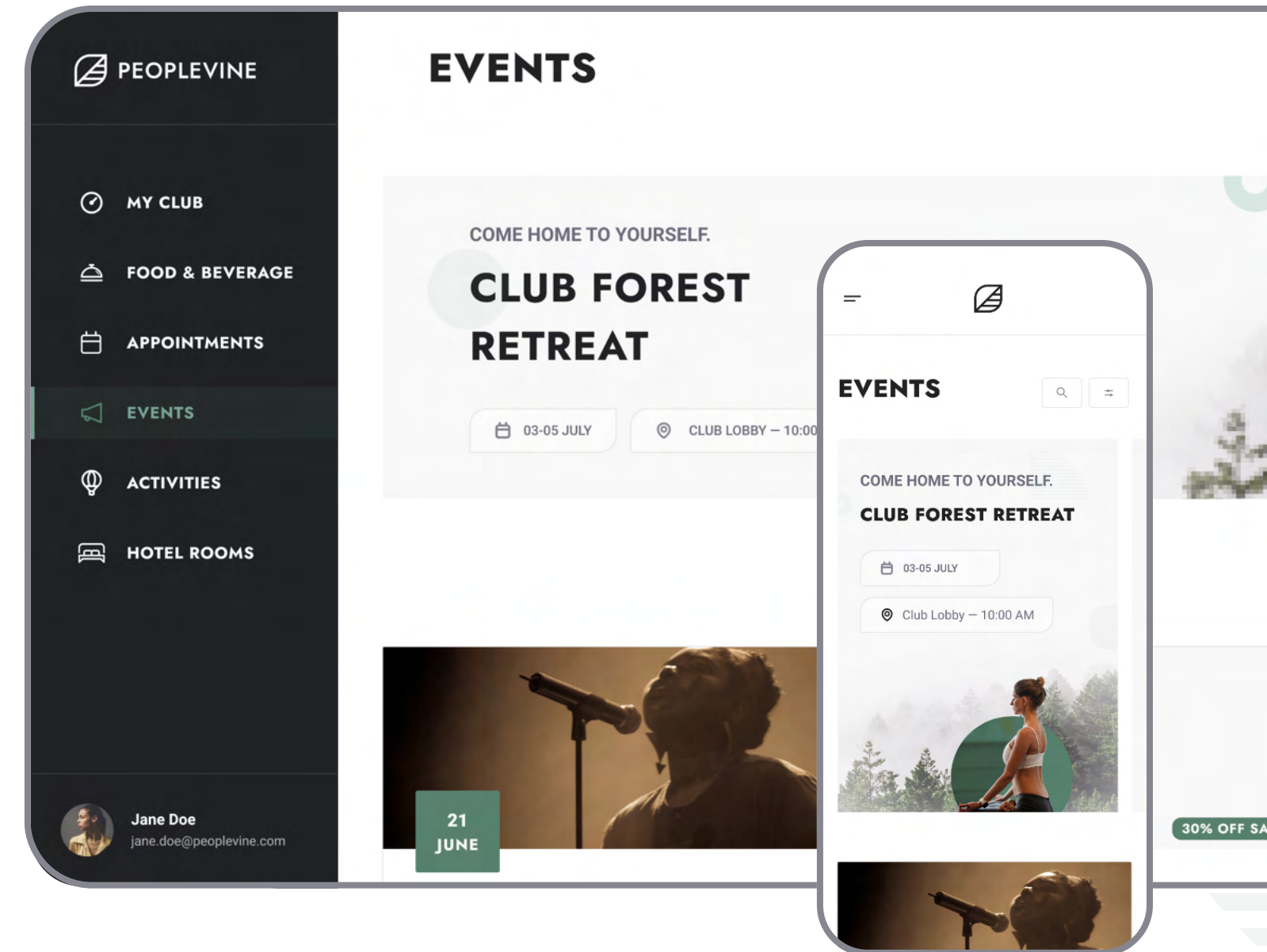
EVENTS & TICKETING

BRING MEMBERS TOGETHER

Create a calendar or grid view of events for your members to RSVP or purchase tickets.

Trigger off SMS or emails carrying welcome messages or branded partner content when a digital event ticket is scanned at the door.

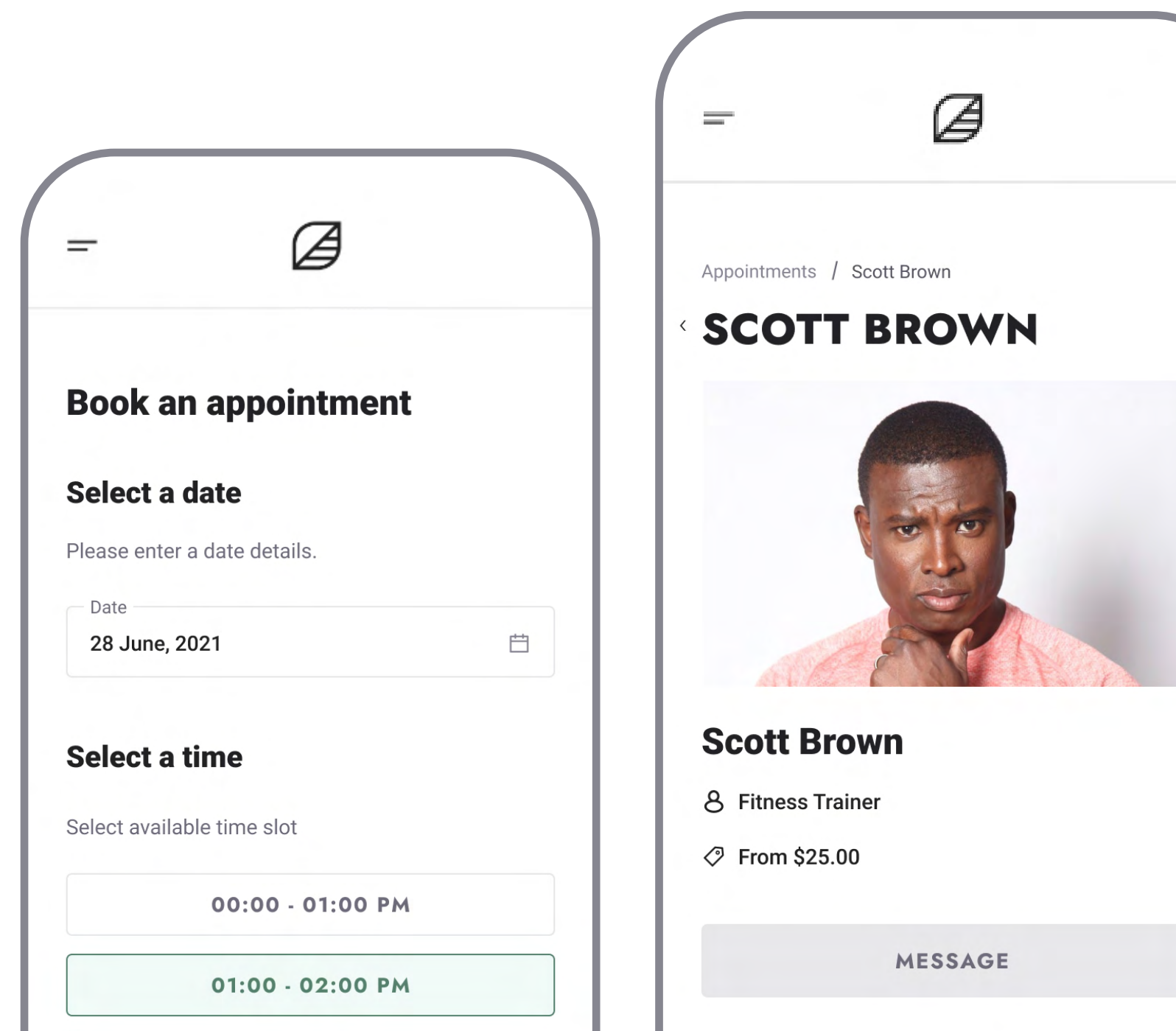
Provide exclusive pricing based on membership levels.



BOOKINGS & RESERVATIONS

UPGRADE BOOKINGS TO SELF-SERVE

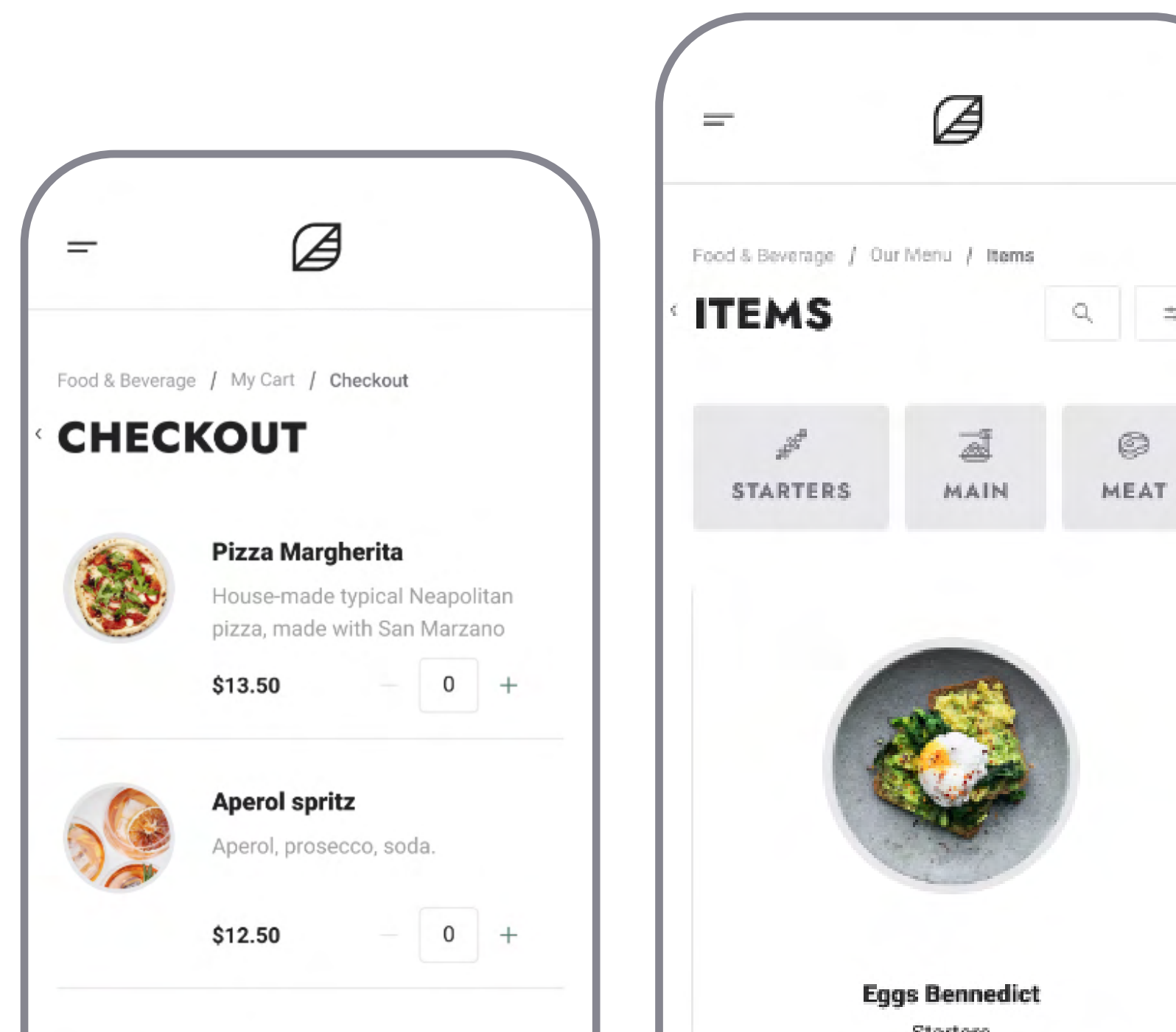
Set up schedulers for all the amenities you offer within your space. Allow members to book appointments at the spa or with a trainer, or reserve rooms, amenities, dining, and even overnight suites all from their member portal. Give trainers or other 3rd party service providers the ability to manage their own schedules. Send automated reminders the day before the appointment or reservation and emails or SMS to capture feedback.



MOBILE ORDERING

ORDER FROM YOUR TABLE, ROOM OR WHEREVER YOU ARE








Allow members to browse and order from your digital menu, select takeout or delivery via Postmates or your drivers. Create limited releases or member-only menus to increase demand and traffic. Provide members with a contact-less dining experience. Orders are sent to the kitchen via chit with member name and table number.



POS & INTEGRATIONS

PERSONALIZE
EXPERIENCES
THROUGH DATA

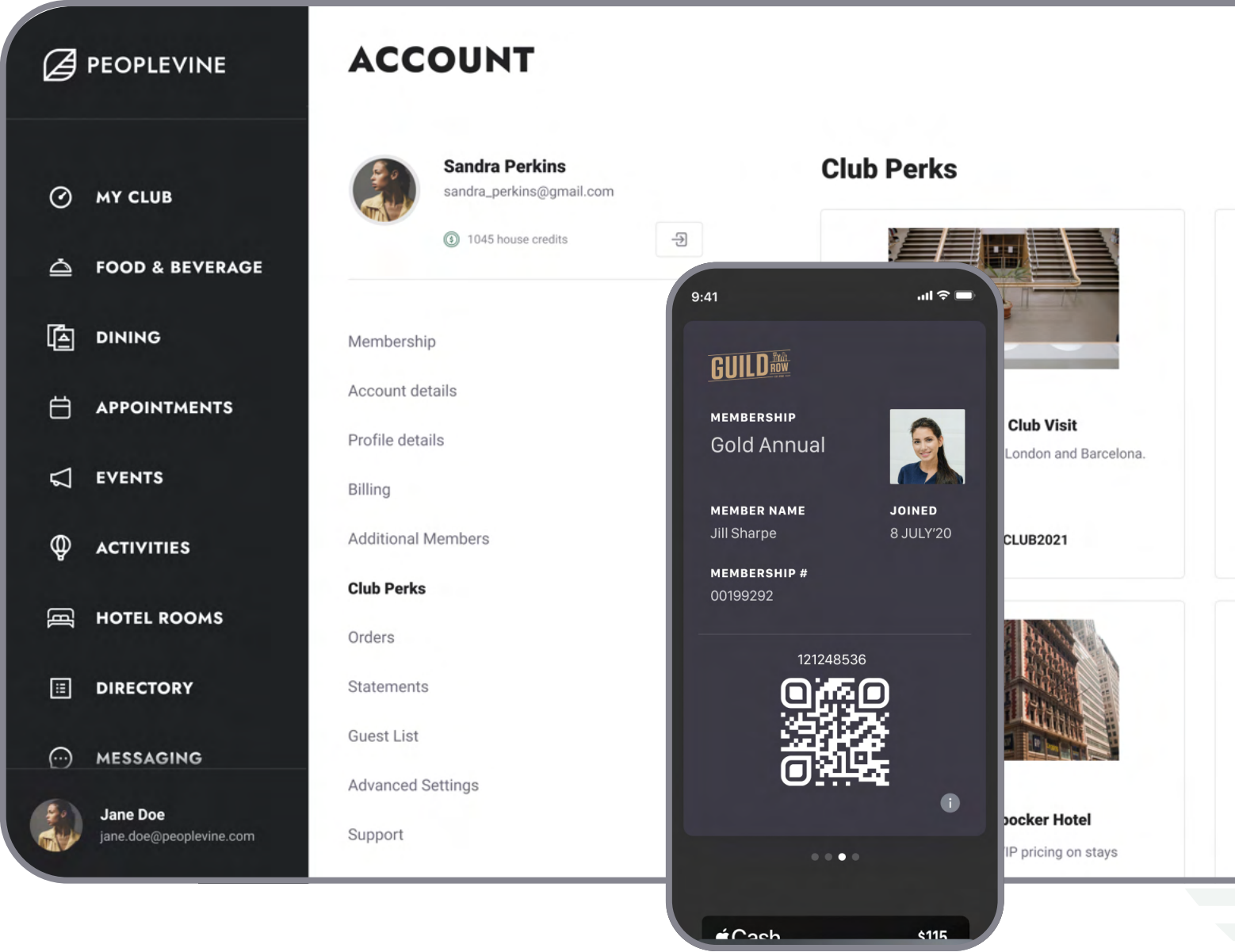
Tie the data in your Point-of-Sale and SevenRooms Reservation System back to the member’s CRM profile to gain a better understanding of their preferences and to personalize future engagement and experiences.

 Square		
 OPERACLOUD	MEWS	
ASSA ABLOY		
	infor	

PERKS & PRIVILEGES

ENHANCE YOUR MEMBER BENEFITS

Provide your members with a mobile app to view their membership account and billing, edit their profile, make dining reservations, and access events and exclusive content. In addition to email and SMS, send push notifications to members.



MEMBER PAYMENTS & TRACKING

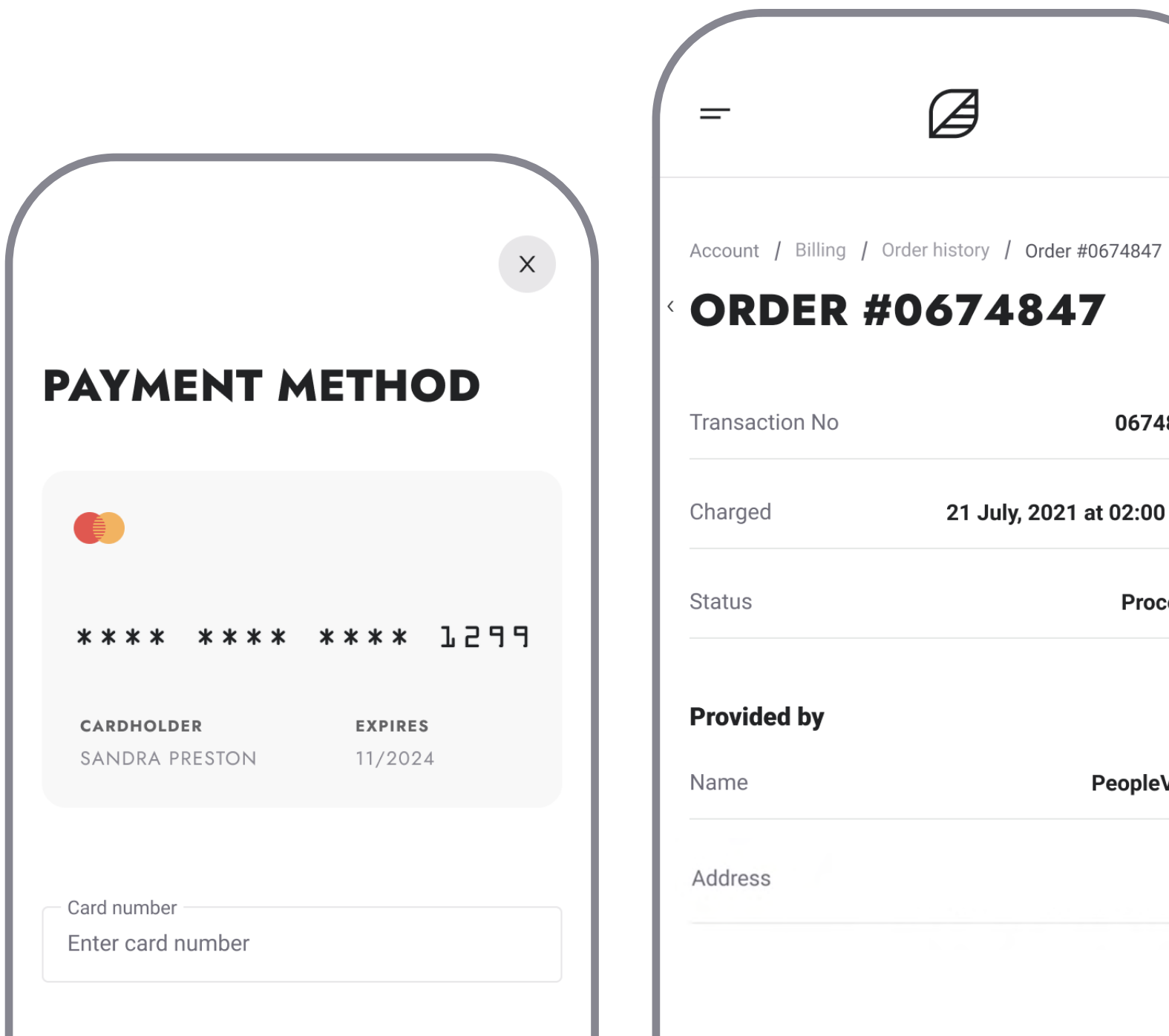
CARD ON FILE

STORE MEMBER CARD INFORMATION SECURELY

Enable members to charge their card on file (credit card or ACH).

Set up their house account for a quick and easy checkout experience.

Save their payment one time and make it conveniently available at every touchpoint.




BILLING

COLLECT MONEY FASTER

Automatically bill members on a recurring basis (i.e. monthly, quarterly, or annually).

Sync all transactions from member dues to F&B sales, events and more with QuickBooks Online for accounting and reconciliation.

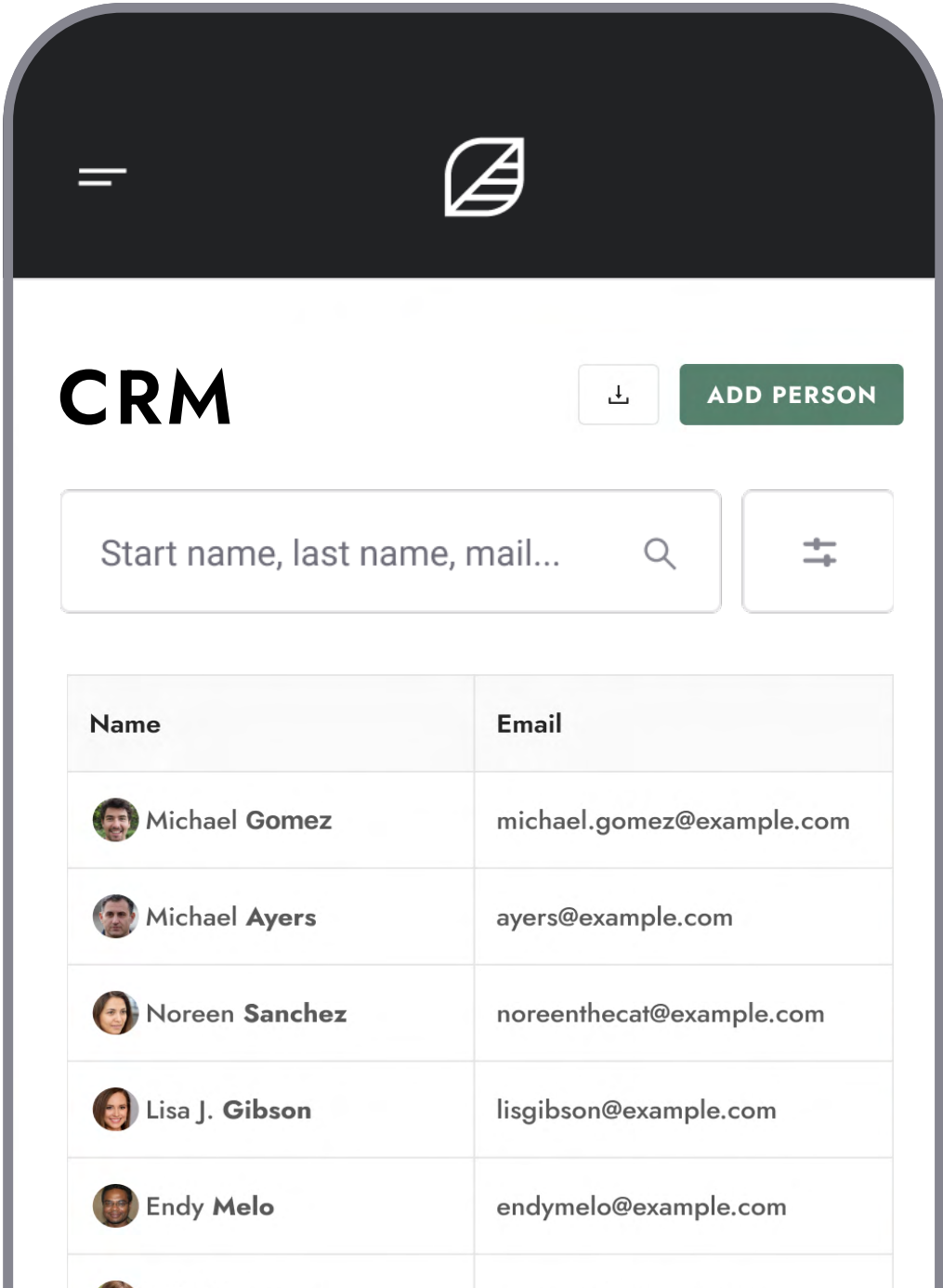
Authorize.Net	Braintree	cardconnect
cybersource	GOCARDLESS	 Square
	stripe	

MEMBER CRM

ONE PLACE FOR ALL MEMBER DATA

Automatically distribute digital gift cards and vouchers to new members and on members' anniversary dates.

Apply a house credit to members accounts as a welcome gift.



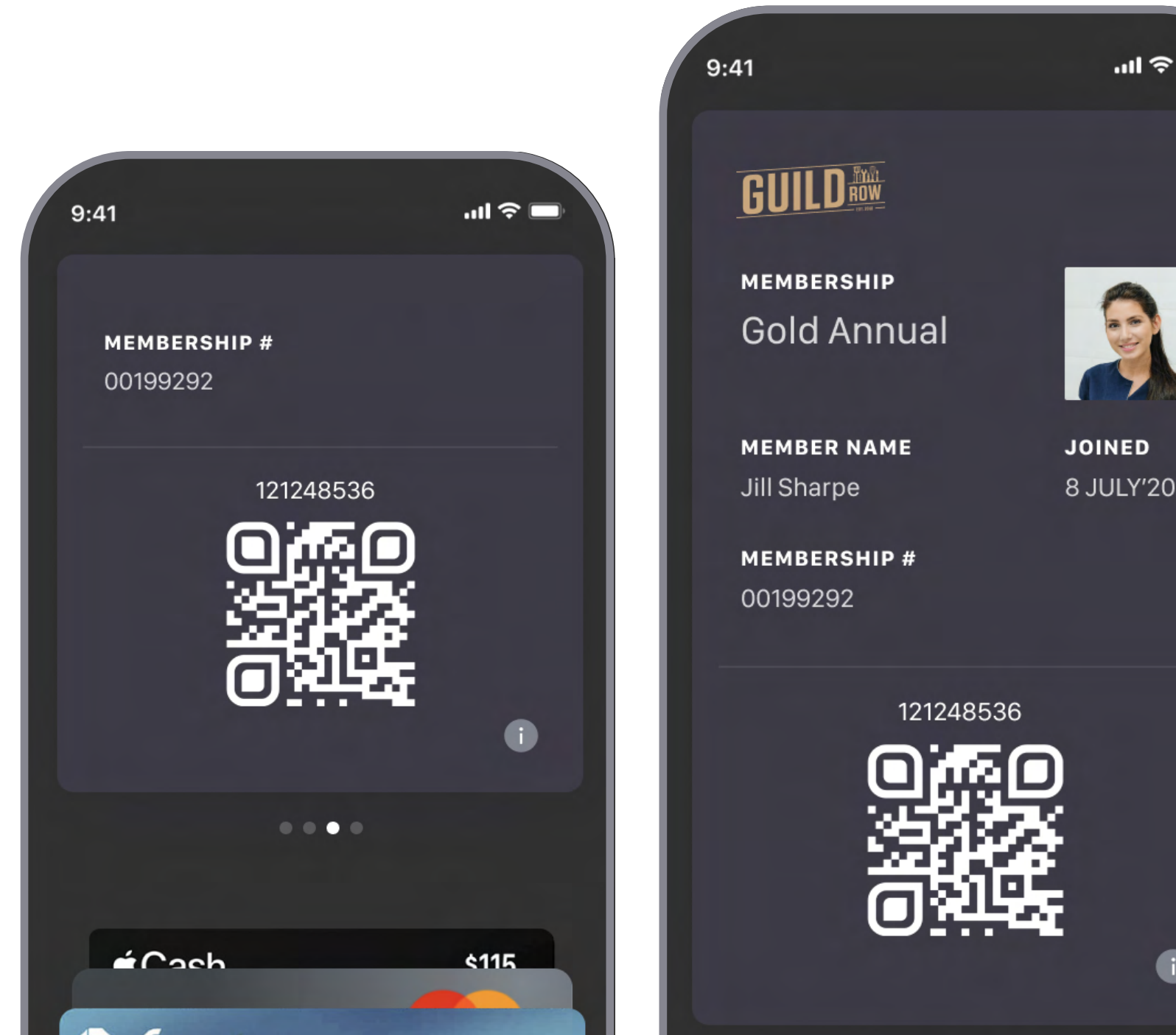
MEMBER ID CARD

GO DIGITAL

Digital membership cards allow your members to check in at your space and access member-based experiences.

Add your brand colors, logo and even allow members to add their headshot photo.

Link members' digital and physical cards to track member engagement back to their CRM profile.



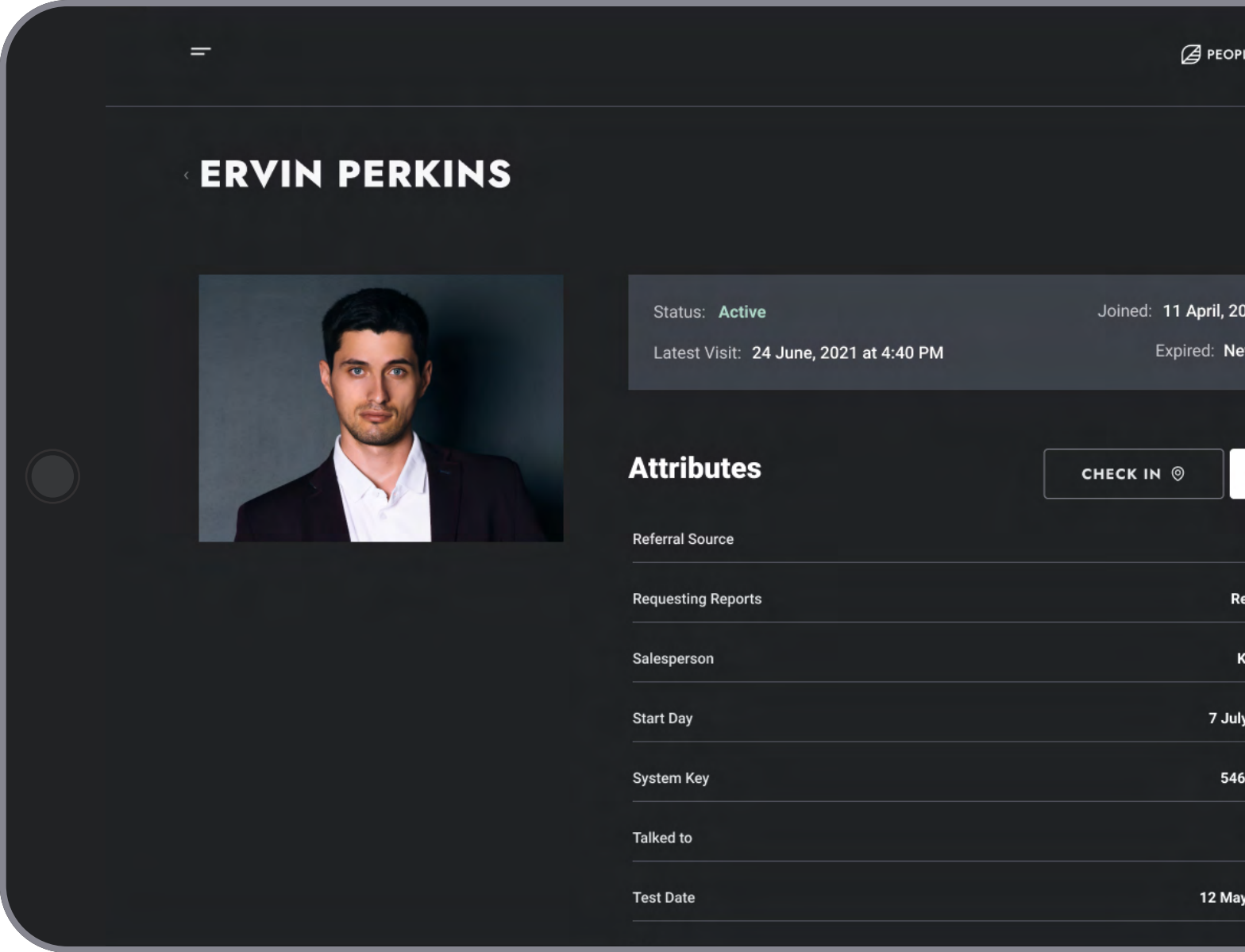
POX APP

CHECK IN MEMBERS UPON ARRIVAL

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

Print a chit at the BoH with member info and preferencesUpdate SevenRooms when the member arrives.

Send a text message to your staff upon member arrival.



AUTOMATION & REPORTING

EMAIL MARKETING & AUTOMATION

DYNAMIC MEMBER JOURNEYS

DRIP & DATE-BASED CAMPAIGNS



Automatically send emails and text messages based on the actions or inactions your members take, and the special occasions (i.e. birthdays, anniversaries) they might celebrate.

AUTOMATED RESPONSES



Set up keywords for members to leverage on Twitter or via text messaging for automated responses with exclusive content.

AUTOMATIC TRIGGERS



Kick off emails or text messages after a member completes their application, checks in at your event, or has their membership card scanned. Use triggers to deliver efficient hospitality.

WEBHOOKS & APIS

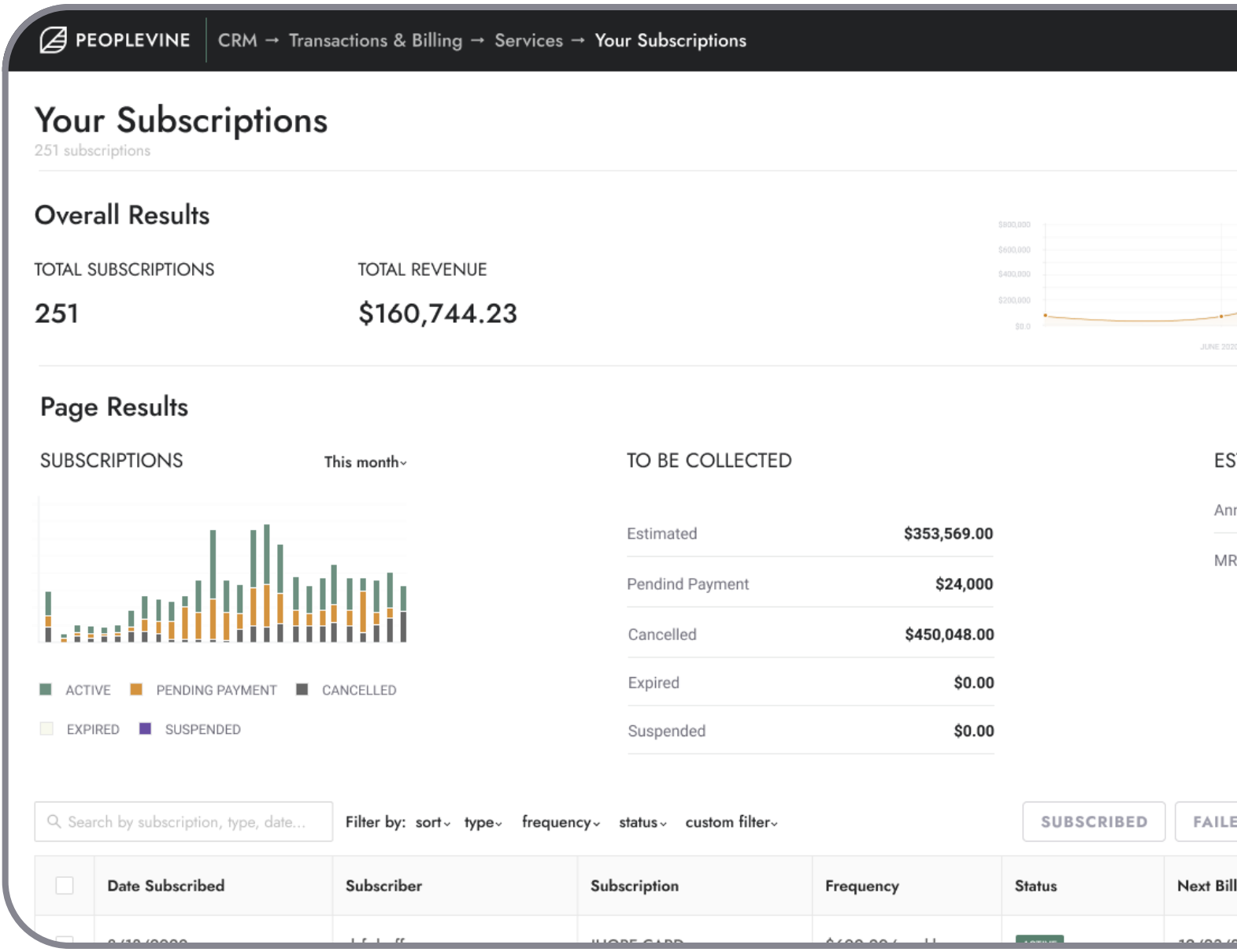


Set up connections between the PeopleVine platform and other 3rd party systems to kick off a wider range of experiences.

REPORTING & ANALYTICS

ALL MEMBERS' DATA FOR ACTIONABLE INSIGHTS

Know who is in the club in real time, welcome members and guest, provide surprise and delight moments See total members, by cohort (new, cancelled, upgrades), by demographics and spend. See revenue by source (i.e. dues, events, F&B, eCommerce, transactions, and services). Track member engagement across email, SMS, mobile and campaign performance.



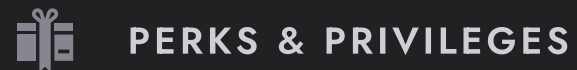
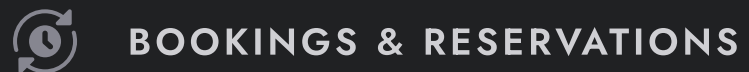
NOW LET'S RECAP

A COMPLETE MEMBER EXPERIENCE

ENROLLMENT



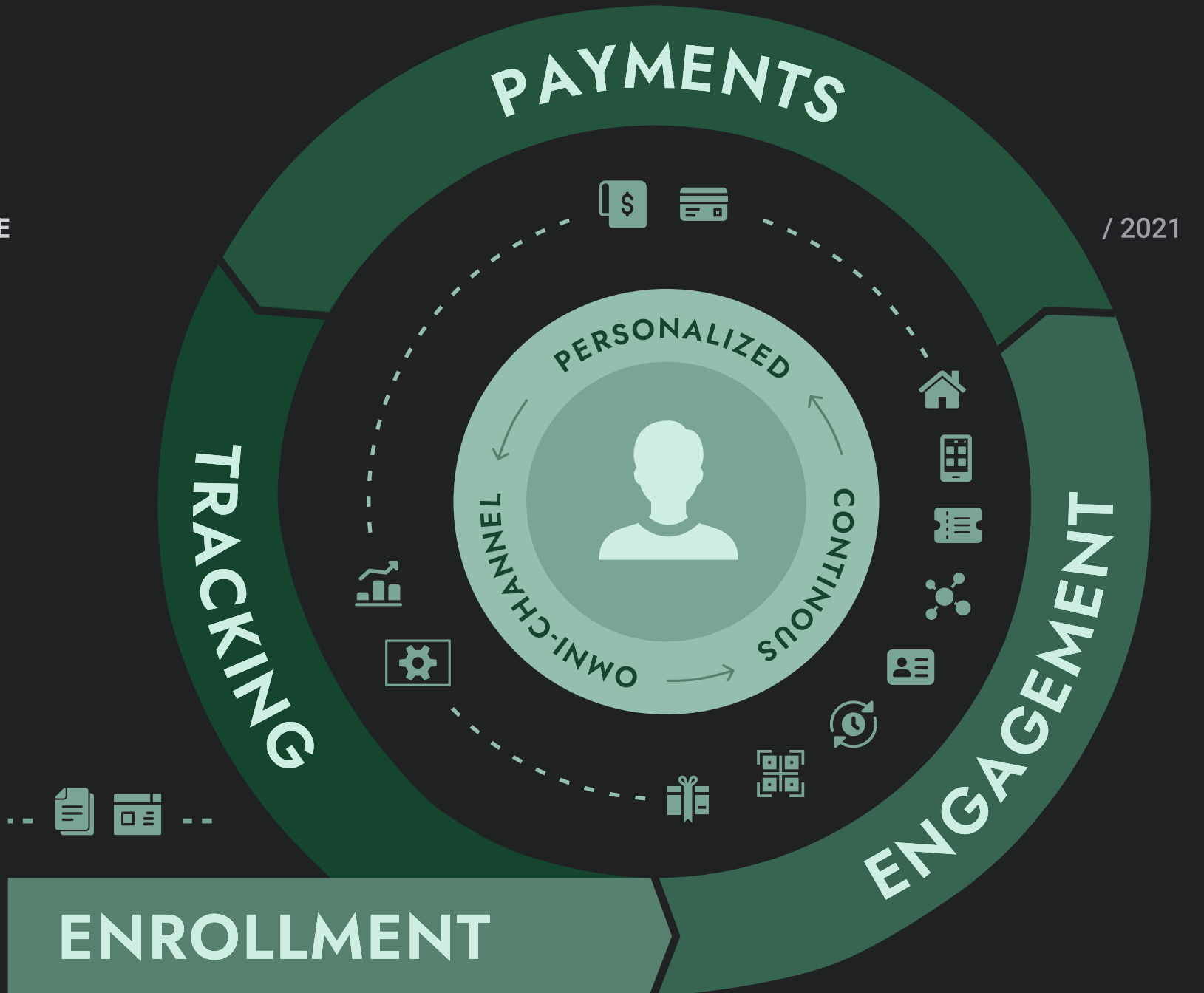
ENGAGEMENT



TRACKING



PAYMENTS





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THANK YOU