



Identity at the
Speed of Life

Application Note Membership-Based Clubs

People join private gyms, health clubs and country clubs to enjoy the facilities as well as the privacy and VIP treatment granted with membership. Members want to feel their clubs know who they are without having to present proof of identification at the entrance, while club staff need to be able to quickly and accurately identify who belongs and who does not. Furthermore, staff need to have their time freed up from their “gatekeeping” role to spend more time engaging and interacting with members, which can increase retention and sales.

The most common method of distinguishing members from non-members is utilizing membership cards or fobs. However, the potential fraudulent use of these items by non-members who “share” cards of friends or family can mean the loss of significant revenue for clubs. In addition, lost and stolen cards and fobs create very real security concerns. In worst-case scenarios, unauthorized visitors may have the intention to inflict harm.



The management of private clubs has dual responsibilities of maximizing revenue as well as ensuring a secure and private environment for members.

These guarantees are pledged by management to ownership as a fundamental employment duty and by management to members as a sacred obligation upon joining the club.

Private clubs require an identification solution that restricts unauthorized users while delivering a high level of security and seamlessly identifying members, staff and authorized guests. This simultaneously frees staff from their gatekeeping role, allowing them time to focus on engaging and creating stronger relationships with members.

Solution: Visual Identification

FST Biometrics’ IMID™ software uses a unique fusion of visual identification technologies, including facial recognition and behavior analytics. As club members walk naturally, IMID recognizes them from a distance and in-motion. Expected and registered guests are sent a “V-Key,” a unique encrypted QR code, which they show to the camera to gain access, providing a seamless identification experience.

IMID is an open system that can be integrated with many existing systems. Easy to install, once the system is in place, clubs can register members and staff as authorized users who can enter and exit freely, creating an open environment while maintaining a high-level of identification and security.



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Benefits

Return-On-Investment

- Upselling opportunities
 - 'Gatekeeper' staff at the front desk are able to spend more time engaging and interacting with members, which can increase retention and sales
- A reduction in infrastructure expenses
 - Fewer gates required to gain entrance
 - Elimination of keys, cards and fobs, which had previously been issued and sometimes reissued for employees, members and visitors



Security with a Community Feel

- Hands-free, accurate, non-invasive and fast identification throughout the club
- Registered users can enter and exit freely, without the need for staff to verify identities
- Allows centers to customize restricted hours or areas for different membership levels, groups or individuals
- Eliminates identity fraud and reduces exposure to fraudulent activities
- Provides efficient visitor management
- Convenient and more accurate time and attendance system

Conclusion

Membership-based clubs are private facilities in which people join with the expectation of exclusivity and safety. Club ownership also has expectations of maximizing revenue and preventing fraudulent access of uninvited "guests."

An identification system should not interfere with members' experiences while at the club. The right solution ensures that club members receive the treatment promised to them, while protecting the facility from unwanted visitors and trespassers.

With FST Biometrics' IMID software, club members and staff, as well as guests, experience Identity at the Speed of Life.