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## Leveraging AI to Enhance Efficiency at Your Club

As AI becomes more prevalent, clubs are **discovering the numerous benefits** associated with its implementation. While some find the idea of AI overwhelming, those leveraging its capabilities confirm it can greatly benefit club operations.

Below is a list of ways AI can be used to increase efficiency at clubs. Some of these ideas are from a recent article in *Club + Resort Business* magazine:

- › **Analyzing member preferences:** AI can evaluate member preferences, behavior and usage to offer personalized recommendations for services, events and activities. For instance, wine events can be suggested to members who have previously purchased wine at the club.
- › **Predictive maintenance:** AI can analyze data on usage, weather conditions and historical maintenance records to predict when facilities and equipment require maintenance.
- › **Membership trends:** AI can analyze membership trends and demographics to identify growth opportunities. It can also track member interactions and engagement to pinpoint at-risk members and offer retention strategies.
- › **Enhanced security:** AI-based video analytics, such as facial recognition, anomaly detection, and pattern analysis, can identify security threats, enhancing safety for members, guests and employees.
- › **Financial management:** Tools like Microsoft Power BI help clubs forecast and budget more effectively, identify trends, manage labor and reduce costs.
- › **Golf course management:** AI can optimize irrigation schedules, monitor turf health and predict disease outbreaks, leading to improved golf course management.
- › **Content creation:** AI tools such as ChatGPT can draft member communications, disciplinary letters, letters of recommendation and more. AI can also assist with image creation, flyer design, event marketing, proofreading and editing content.
- › **Meeting management:** Tools like Otter AI can capture the minutes of board, committee and staff meetings. They can summarize action items for follow-up and document discussions efficiently without bias or human error.

Ricky Potts Jr., Executive Director of Marketing & Communications at The Lakes Country Club in Palm Desert, CA, uses AI in multiple departments. He believes **AI is a powerful tool that can significantly streamline operations and enhance member and employee experiences.** He suggests starting with a conversation about potential AI opportunities, benefits and concerns. Then, pilot AI in one specific area to ensure smooth implementation before expanding its use. “The goal is to use AI as a tool to support staff, improve service and increase efficiency while still maintaining the personal touch members value,” Potts explained.

[READ THE C+R BUSINESS ARTICLE](#)

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