

CAMP REGISTRATION REVIEW

BOARD OF DIRECTORS MEETING, APRIL 23, 2021

LAUNCH DAY, APRIL 13

- **Day Camps, Bike Camps, Horsemanship Camps and Swim Team went on sale at 8AM**
- **Store volume shortly thereafter overwhelmed the site**
 - **Issues – waiver attributes, inventory locks, shopping behavior – Due to the unprecedented members all accessing at once.**
 - **Result – lost carts, screens freezing, transactions not completed – this did not occur for everyone**
- **By 9:20AM, it became clear camps would be oversold if we do not stop selling them based on the number of members who reported issues – products are pulled from the store**
- **During the first 90 minutes of camp registration, sales exceeded an unprecedented number of registrants**
- **Member communications: three emails on 4-13, one email on 4-14, social media/web updates throughout Tuesday and Wednesday**

RE-LAUNCH, APRIL 15

- **Re-launch occurred at 8AM**
- **IT staff lowered the limits on the number of people allowed in the store at one time as longer transaction times were anticipated as a result of limited product availability**
- **All transactions were processed with minimal issues, and were resolved in real time**
- **Member concerns focused around individual profile adjustments and the limited availability rather than store functionality**

LESSONS LEARNED

- **Control volume in the store during high demand launches**
- **Improve the campaign around individual member profile requirements for member products**
- **Communicate the need to complete the transaction in a timely manner to not lose the inventory lock on the items in your shopping cart**

All lessons were applied to the relaunch and will be incorporated into the May 4th member summer programs launch