

# A VELOFIX CASE STUDY

Service Days - Localized Pop-Ups



## OVERVIEW

Lake Nona Golf and Country Club (LNG) is a premier luxury destination in Orlando, Florida, renowned for offering its members unparalleled experiences and amenities.

As a top-tier country club, LNG is constantly looking for ways to diversify their unique amenities for members while adding value to member's experiences. To achieve this, they partnered with velofix for a bespoke pop-up bike service day.

## CHALLENGES & OBJECTIVES

Lake Nona Golf and Country Club faced several challenges in executing a high-end service event that matched its luxury standards:

- Streamlining the sign-up process for members to ensure convenience and ease of use.
- Marketing the event effectively to maximize participation.
- Providing exceptional, high-value service that aligned with the club's reputation for excellence.

"Thank you so much! I thought it was a huge success and Ron the technician was awesome!."

Lisa Santangelo, Director of Health & Wellness  
Lake Nona Golf & Country Club

## OUR SOLUTION

- velofix's local team set up pop-up service days, providing white-glove bike maintenance and repair services directly to your members.
- velofix managed the entire sign-up process, including integrating a QR code system that simplified member registration.
- Collaborated with Lake Nona to design and distribute event promotions, ensuring strong member participation.

## CONCLUSION

The partnership led to a highly successful pop-up service day that far exceeded expectations. Members were impressed by the convenience, quality, and meticulous attention to detail, further elevating the club's reputation for offering exclusive, high-touch services. Results included

- Seamless event execution, with velofix expertly managing logistics and sign-ups.
- Enhanced member satisfaction through personalized, exceptional service.
- A flawless experience that reinforced the club's luxury brand and commitment to excellence.

