

# CASE STUDY: I.D. CARD WITH BAR CODE

- ❖ The bar coded I.D. card is used by a health and fitness club.
- ❖ The club offers a variety of membership options. When a new member joins the club, that information is entered into the computer.
  - ❖ Shortly after joining, the new member receives the bar coded I.D. card.
  - ❖ When the member arrives at the club, he or she presents the card to the desk clerk, who then scans it. At that point, the member's club privileges are listed on a computer screen. Also shown on the computer is the member's payment history. If a member is behind in paying for the membership, the desk clerk will have that information instantly.
  - ❖ Prior to using a bar coded system, the club had to use a manual system. It was slower, less accurate and more time consuming. The new system has increased efficiency, and because it is faster, customer satisfaction among the members has increased.

<input type="radio"/>	<b>WEST</b> Health & Fitness Club	<input type="radio"/>
<input type="radio"/>	Dear New Member: Thank you for joining West Health & Fitness Club. Simply detach your membership card and present it to the desk clerk as you arrive at the Club.	<input type="radio"/>
<input type="radio"/>		<input type="radio"/>
<input type="radio"/>	• FREE WEIGHTS	<input type="radio"/>
<input type="radio"/>	• NAUTILUS	<input type="radio"/>
<input type="radio"/>	• SWIMMING	<input type="radio"/>
<input type="radio"/>	• TENNIS	<input type="radio"/>
<input type="radio"/>	• STAIR-STEPS	<input type="radio"/>
<input type="radio"/>	• TREADMILLS	<input type="radio"/>
		