



DOCKWA

5 Steps to Remotely Manage Your Marina

with



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You can create a remote dock office with a simple set of web-based tools.



Whether your operation is large or small, municipal, corporately-owned, or private, a simple set of web-based tools will enable you to manage major aspects of your business from anywhere.

Just ask any of our 1000+ marina partners.

Doing things “the way they’ve always been done” was already becoming a challenge for the marina industry.

1. Millennials are not buying boats at the same rate as earlier generations.
2. Alternatives to boat-ownership are common and accessible.
3. Leisure activities like RVing and camping are attracting would-be boaters.
4. The health of the industry is closely tied to the health of the economy.
5. Consolidation and corporatization of marinas is increasing.

Operators that recognize and adapt to prevailing market conditions will be the industry’s future leaders.

5 simple steps will help you keep the lights on while safely maintaining social distance.

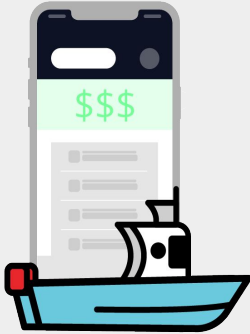
1. Digitize your boater contacts
2. Keep customers informed
3. Automate billing/collections for cash flow
4. Capture new customers online
5. Free yourself from the dock office



MARINA CHECKLIST

<input type="checkbox"/>	DIGITIZE YOUR BOATER CONTACTS Why? Moving your customer information into Dockwa is the first step to being able to communicate with and bill your boaters remotely. How: Add boater information in the "Customers" section of your Dockwa dashboard or get in touch with your Marina Success Manager about importing a customer file.
<input type="checkbox"/>	KEEP CUSTOMERS INFORMED Why? Over-communication during this time is incredibly important, and is indicative of your commitment to great service. How: Keep your guests informed about your operation, and their stay, through email and, more directly, through Dockwa Chat.
<input type="checkbox"/>	AUTOMATE BILLING COLLECTION FOR CASH FLOW Why? Reduce the need for guests and employees to leave their homes and instances of late payment due to social distancing. How: Get in touch with your Marina Success Manager to set up online billing/invoicing and digital contracts to collect payments on-time, and from afar.
<input type="checkbox"/>	CAPTURE NEW CUSTOMERS Why? Give boaters the ability to request dockage (and your team the ability to manage requests), without interacting with the dock office. How: Adding the web booking form to your website, and pinning your Facebook and voicemail to your website all help funnel boater interactions and payments online.
<input type="checkbox"/>	FREE YOURSELF FROM THE DOCK OFFICE Why? Move your marina's reservation book and inventory to Dockwa to remotely make decisions about accommodating boaters via a complete, digital view of your marina. How: Get in touch with your Marina Success Manager about adding your inventory and reservation book to Dockwa.
<input type="checkbox"/>	WHEN IN DOUBT, REACH OUT Why? Though our team will be away from our offices in Newport and Cambridge for the month of March, we remain committed to supporting you during this time of uncertainty. How: Reach Dockwa Support 7 days a week, from 9-5 EST. Send us a chat from your Dockwa dashboard, email us at mayday@dockwa.com , or give us a call at 401-236-8304 x2.

Digitize your boater contacts.



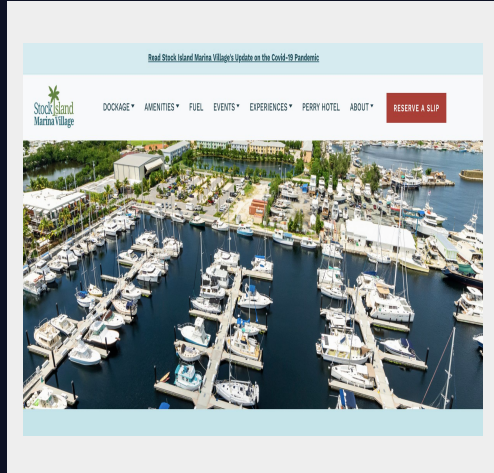
Storing customer contact information online enables you to get in contact with customers when you're not in the office.

Keep customers informed.

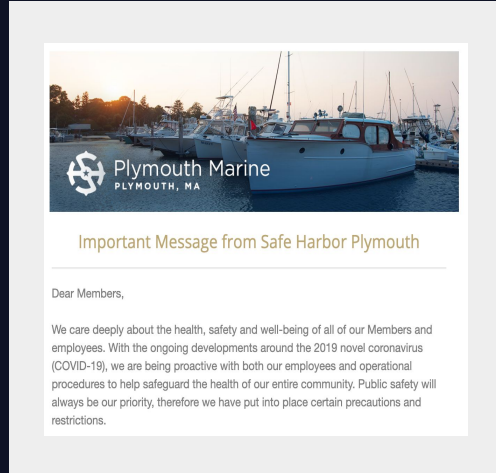


Clear customer communication is a pillar
of great customer service.

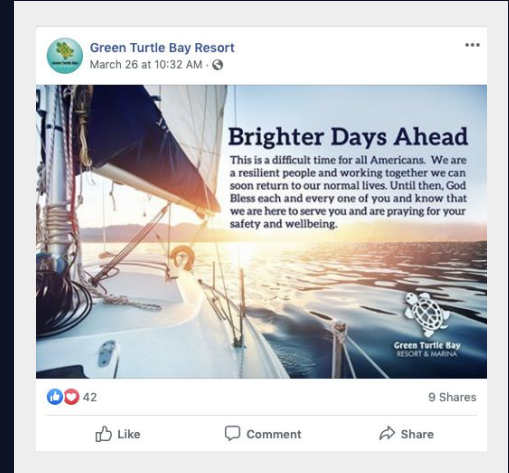
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Web

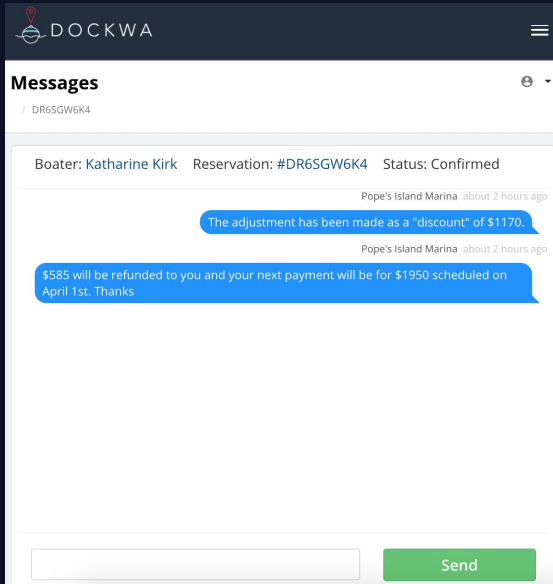


Email



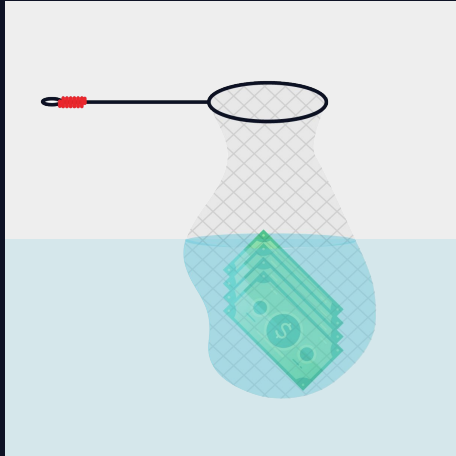
Social Media

Keep customers informed.



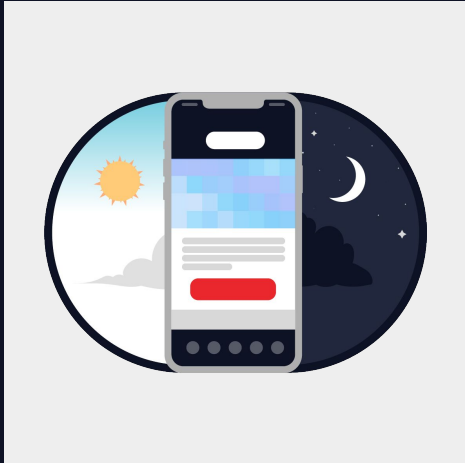
Guest chat lets you communicate 1:1 with your boaters about their vessel, payment, cancellations, you name it.

Automate billing collection for cash flow.



Stay safe *and* collect payments from your customers on time.

Capture new customers online.



Boaters still need a place to keep their vessel. Online booking keeps you and your boaters safely distant *and* keeps business running.

1. Optimize website for online booking.
2. Update voicemail, Facebook to point to website.
3. Maximize online listings.

Free yourself from the dock office.



Getting your marina inventory and financial reporting into an online, shared resource lets you continue to make important operational decisions while social distancing.

5 simple steps will help you keep the lights on while safely maintaining social distance.

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Our promise to marinas during this challenging time is to help keep...

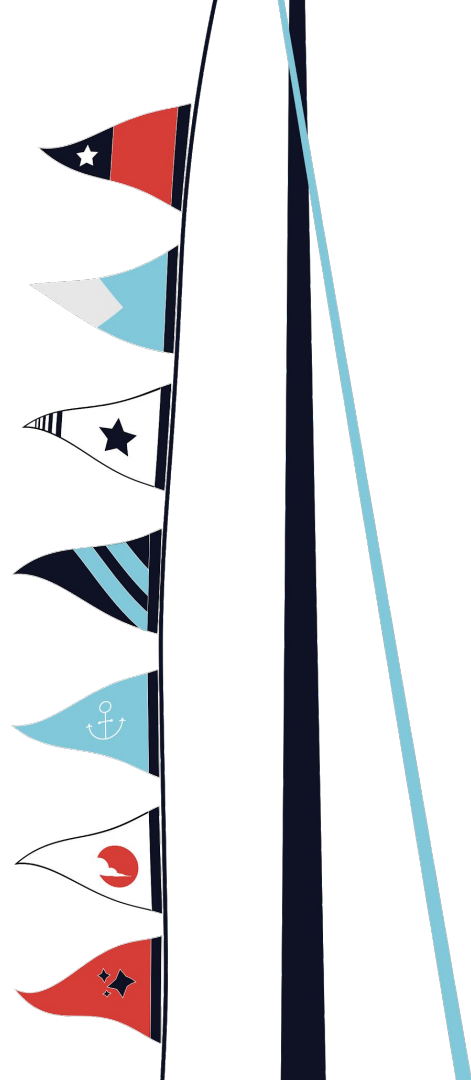
1. Business running
2. Transition to remote work stress-free

**Together, we can make this transition
stress-free.**

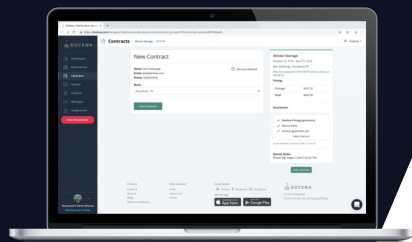
Waived implementation fees

3 months free of any annual subscription

Dedicated human (!) to get you set up



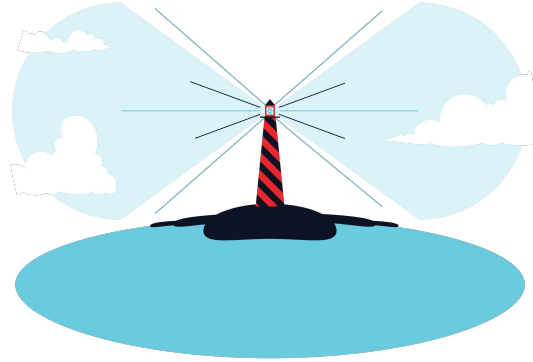
Send questions to sales@dockwa.com...



*Own your day.
Fill your dockage.
Delight your boaters.*



...or live-chat us directly
from the Dockwa
website!



Thanks For Your Time