

USE CASE

01

INTRO

Developed by The PARC Group, Nocatee is a sprawling planned community in St. Johns County, Florida that's equivalent to the land size of Manhattan.



02

CHALLENGE

Nocatee required a highly customized CRM and membership management platform that was dynamic enough to service the scale of its 13,323 acre property and offerings: 22 neighborhoods, two waterparks, fitness centers, F&B, and large-scale community events. To match the functionality of their CRM goals, they needed a complete overhaul of their mobile app.



03

SOLUTION

We worked with The PARC Group to build Nocatee a souped-up CRM with a multitude of integrations and customized experiences — all mobile. With their new app, residents can seamlessly experience all their community has to offer.



04

THANK YOU