

## Welcome to the 13th National Conference







- Matt Roberts 59club Director
- The Facts on Service
- Customer Service Excellence can Bridge the Revenue Gap
- The Balancing Act 'Visitors V's Members'
- Tools of the Trade
- Recognising Service Excellence in Golf
- Questions
- The Offer...







'To truly understand your business...

see it through your customers eyes'





The quality and condition of a golf course will attract visitors, but it's the 'service' and 'recommendations' that will retain your business and grow your profits.





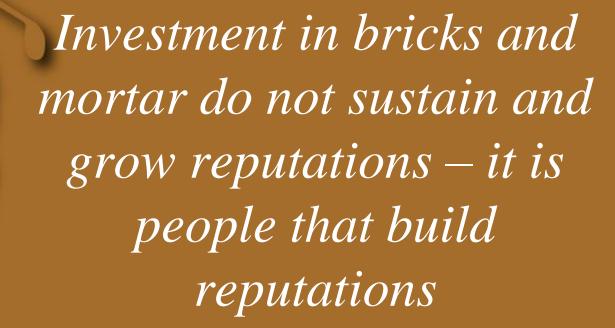
You may or may not be the best golf course in the area but you can definitely achieve, deliver and then maintain outstanding service.





It only takes one bad experience to send your golfer away to your competitor and do untold damage to your reputation and profits.











Every club has their own ideas on 'good' customer service. Our reports inform you whether what you think is happening, is actually happening





# Good Service promotes the following:

Retention
Referrals
Re-Books
Revenue





Examples of Poor Customer Service from our Experiences...

## Phone Reservation: 59Cl



"The staff member did not mention the food and beverage options prior or post golf. Accommodation was not discussed, and the range facilities not mentioned"



#### Phone Reservation: 59Cl

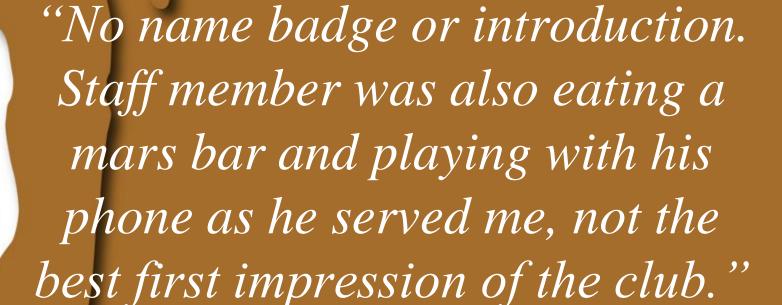


"No promotion of the golf course or USP's in the call even though the caller stated that he hadn't been to the venue before"



#### Arrival:







#### Driving Range:

"Requested a small basket. I was

then given the token, but no

basket from a bay to dispense the

halls"







#### Food & Beverage:



"Staff did not actively seek to sell additional food and beverage on completion of our meal."



#### Golf Shop:



"Didn't try to upsell & didn't go the extra mile. The general feeling was that the staff couldn't wait to get back in to the office behind the counter"





- -Falling membership
- -Club Finances / Marketing Committee
- -Subscription Increase?
- -Or Increase in visitor rounds?
  - Unhappy Membership ©







1 Society x 5 visits £5,500

Green Fee £35

Incremental spend £400 F&B

1 Member x 5 years £6,600

Subs £700

Incremental spend £520

5 x social events £100

Your Members are your Marketing Team!



## Visitor



#### 1- Recorded Golf Sales Enquiry

- Engage, Promote, Up sell, Confirm and Contract



#### 2 -Live Golf Visit 'Mystery Shopper'

- Independent analysis of the journey through your golf club from a visitors perspective

## Visitors – 1





- Initial Connection
- Research
- Specifics
- Call Closure and Follow Up
- Chase Call and Contract the event



## Visitors – 2





- Phone Reservation
- Written Confirmation / Pre Payment
- Arrival
- Pre & Post golf F&B
- Pro Shop team
- Golf Course analysis
- Facilities / Locker Room



## Members



- 'Membership Survey'

- 'Enquiry Call and show round'

- 'Life as a Member'



## Member – 1



#### The Membership Survey

- The perfect Communication
- Identify unhappy member Segments
- Plan for the future
- Retain and promote
- Manage staff and facility
- AGM planning



## **Example Survey Questions**



- How likely would you be to recommend your golf club to a friend or colleague?
- How do you rate your club regarding the golf shop team's service in the following areas: the quality, quantity and range of merchandise in the golf shop?

How do you rate your club regarding opening hours in the following areas: the opening hours of the restaurant?



## Member – 2



#### Membership Enquiry & Show Round

- Recorded Phone call
- Show round booking
- Detailed show round
  - Golf Course / Pro Shop / Locker Rooms / Bar
  - Ability to overcome objection and sales process







#### Life as a Member for 3 Months

- Signing up Process
- Integration into the golf club for
  - Competitions
  - Social events
  - Social Golf, Habit forming
- Cancelation Policy
- Ability to Overcome Objection







59club has surveyed just under 10,000 members in the last 3 months



Call and Visit Data for Golf 513,660 marks year to date



What is Good Service?
How is it measured?
Compared to who and what?

'Your' chosen Competitors
Industry Average
Podium Average
Group Average







Recognising Customer Service

First Ever Annual Awards Dinner 2011 for Service in GOLF

Unique opportunity to 'advertise and market'

Best: Sales Team / Golf Operation / Food & Beverage outlet / Happiest Membership / Best Pro Team Service





The latest 59club statistics for 2011 so far show that a 59club venue will, on average handle the enquiry twice as well as any other venue, and is 4 times more likely to stay in contact with the client after the enquiry has been made.



59club make a real difference to a venues bottom line, fact!

Any questions....



#### The Golf Club Managers Association

The Offer...



Do You Want To Know Your Current Service Level?

Free Trial of our Services

#### **Matt Roberts**

59Club Director | PGA Golf Professional

Recognising and Rewarding 'Quality Customer Service' within the Golf, Spa & Leisure Industries

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# Changing Times 14 – 16 November 2011