



Welcome to the 13th National Conference



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59CLUB
the **ultimate** score in golf



Customer Service in Golf

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Contents



- 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...




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*‘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.*



*Investment in bricks and
mortar do not sustain and
grow reputations – it is
people that build
reputations*



*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...

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Phone Reservation:



“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”



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Phone Reservation:



*“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”*



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Arrival:



*“No name badge or introduction.
Staff member was also eating a
mars bar and playing with his
phone as he served me, not the
best first impression of the club.”*



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Driving Range:



“Requested a small basket. I was then given the token, but no mention of an upgrade offer to a large basket. Also had to collect a basket from a bay to dispense the balls”



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Food & Beverage:



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



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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”



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‘The Balancing Act

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Visitors V's Members

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

Unhappy Membership ☹

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Customer Values



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!*

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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

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Visitors – 1



- Recorded Golf Sales Enquiry
 - Initial Connection
 - Research
 - Specifics
 - Call Closure and Follow Up
 - Chase Call and Contract the event



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Visitors – 2



- Live Golf Visit ‘Mystery Shopper’
 - Phone Reservation
 - Written Confirmation / Pre Payment
 - Arrival
 - Pre & Post golf F&B
 - Pro Shop team
 - Golf Course analysis
 - Facilities / Locker Room



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Members



- 'Membership Survey'
- 'Enquiry Call and show round'
- 'Life as a Member'



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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



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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



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Member — 3



Life as a Member for 3 Months

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



Powerful Data - The Numbers -




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

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

'Your' chosen Competitors
Industry Average
Podium Average
Group Average



Rewarding Customer Service



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



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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....

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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