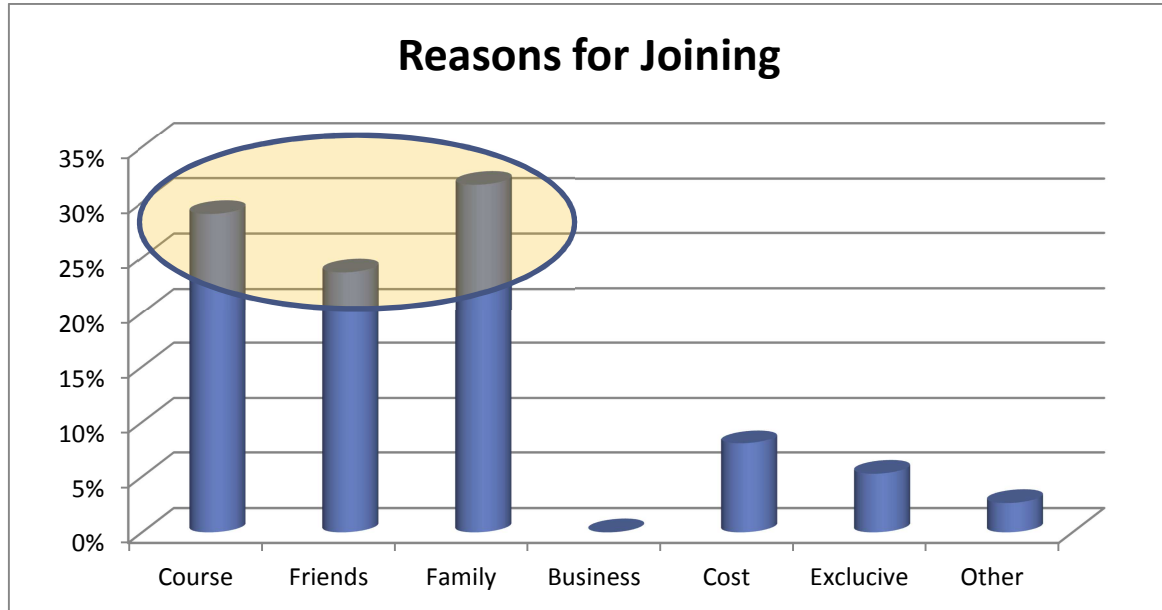


Interpreting Results

The data gathered from the survey can be used in many ways.



The club used the information to refocus its retention and recruiting methods.

The graph shows that 80% of members joined for social/playing reasons. This enabled them to develop an events program concentrating on family/friends retention and recruiting. Clearly the marketing focus shifted to a more social demographic.

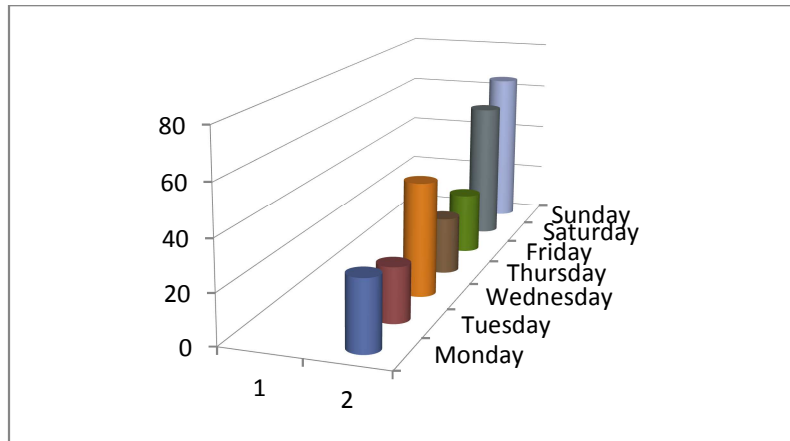
Combining the information above with data from the age group profile and preferred playing days gave some valuable ideas for membership plans and member incentives.

Warning

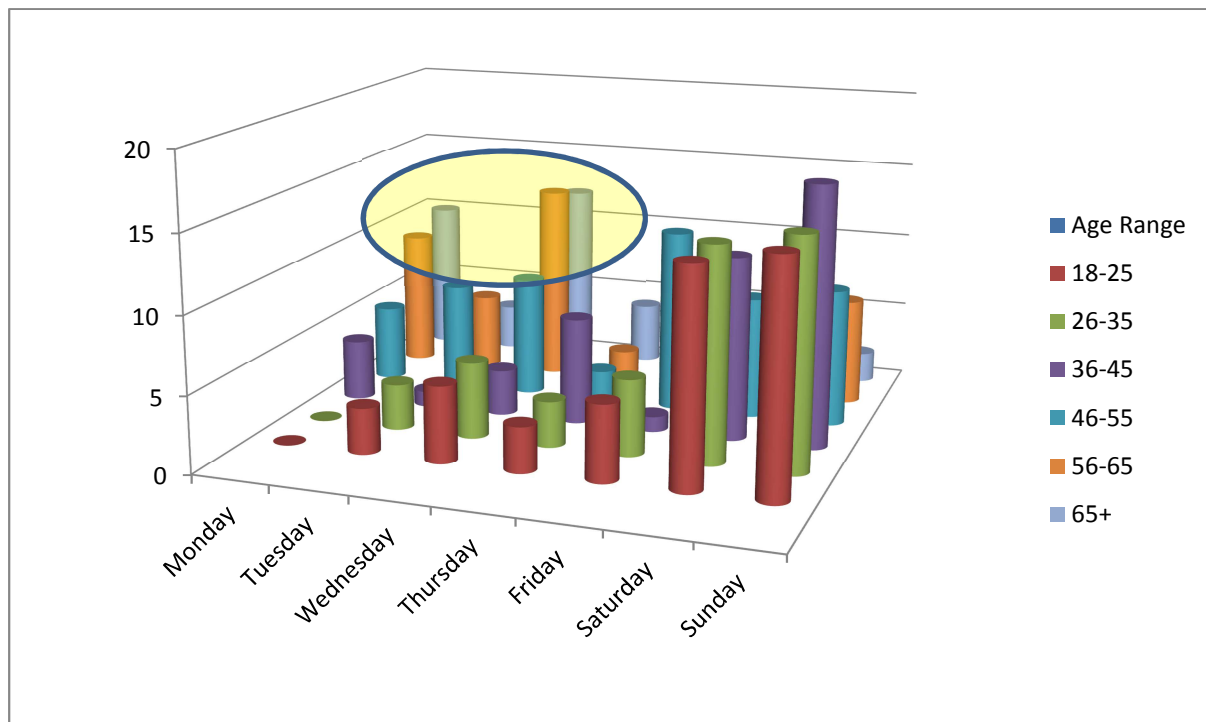
Your Members perception of your club **is reality**.

Interpreting Results

The basic metrics produced by the survey are interesting but will probably confirm a "gut feeling" you have already. The graph below shows just that, weekends are busy, week days are quieter.

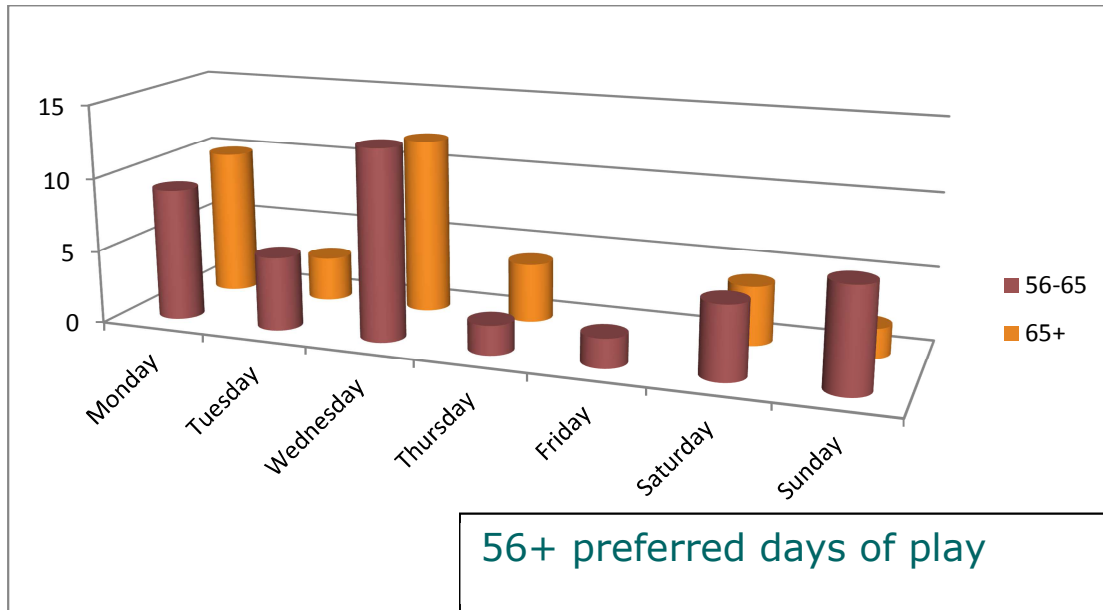


Looking in more detail.



Interpreting Results

There are a large number of older players who play Monday and Wednesday. Is this an opportunity to allow members to bring a guest on those days free of charge (capped to 4 visits) or run a trial Monday to Wednesday 3 month Trial Membership at a special rate? The seniors would be targeted as introducers.



Thursday and Friday may present an opportunity to offer discounted 4 Balls to bolster Bar and Catering sales. This can be done via the web site, using Google AdWords and on-line booking (if available).

Interpreting Results



Key: 0%=Very Poor 25%=Poor 50%=Fair 75%=Good 100%= Excellent.

“We know all this” is a common reaction to the data above. The big change with the survey is that you can say to members **“You have told us what is good and bad about the course”**

The conversation can then start as to *what, why, how, when*, is being done.

The biggest surprise often comes when resource allocation is compared against each area. It is human nature say *“If the greens are good we will make them better”* Good business practise is a better guide than human nature!

The example above is from a real club. They had invested £200,000 in irrigation and drainage (not in the bunkers) *“because they thought they could get the greens even better”*. The real issue as far as members were concerned was bunkers.