

Club Name: Glamorganshire Golf Club
 Country: Wales
 Contact: Brian Williams
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 Installation Date: January 2009
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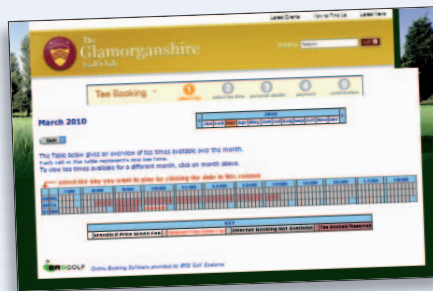


Objectives:

- 1 To improve and simplify booking for members' competitions
- 2 To reduce the time spent handling enquiries from members and visitors
- 3 To migrate Open competitions, society bookings and travel operator-based business onto BRS Golf
- 4 To build a first class visitor database for marketing tee times and thereby improve revenues
- 5 To improve dramatically club communications with members and visitors
- 6 To get all the members using the system, even for casual golf bookings
- 7 To streamline the club's management.

Effects and Outcomes:

- Members competitions bookings and payments now all online
- Open events, group travel business, societies bookings now all online
- Office time on 'phones reduced by one hour a day
- Visitor database growing fast
- Communications to membership revolutionised with 600+ online members
- Administration streamlined, and the club is all geared up for Ryder Cup-related bookings



Tee Booking

Customer Comments:

"The BRS system's saved me an hour a day not dealing with the 'phone-based bookings."

"We soon had some 600 members on board, and having BRS has revolutionised the club's communications with our members. I'm sending at least one e-mail out a day about forthcoming social functions, matches, competitions or other things."

"It's far easier for the people entering, it's less hassle for the office, and the payments come through online. Open Days the BRS way is a no brainer."

"I reckon we'll have around 500 e-mail addresses, mainly of golfers locally and regionally who we can e-mail with offers, tee times, forthcoming events, etc. That is a huge asset and a marketing tool without comparison."

"... the membership are very keen on using the system. In fact, if we went back to the old paper-based ways, there'd be a riot!"

"... I think it's easily the best online booking system any club can get."

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Glamorganshire and BRS: improving membership value and retention

A survey in November 2008 of club managers by one of the Unions revealed that the top priority by far was to maintain membership. Retaining and attracting members has become much more difficult in recent years, and especially over the last two years as the credit crunch and then the recession have impacted on members' lifestyles and finances.



"...I see BRS Golf as partners that are helping our club to exploit new technology. In short, I think it's easily the best online booking system any club can get."

Increasing membership value

To improve membership retention, club managers are increasing membership value by improving course quality, clubhouse facilities and membership services. This includes exploiting online tools such as the BRS Golf online booking system and club diary. What follows is an excellent case in point of a traditional golf club adapting new technology to the complete satisfaction of its members.



Glamorganshire GC

Close to the seaside town of Penarth, near to Cardiff in the beautiful Vale of Glamorgan, is The Glamorganshire Golf Club, founded in 1890 and the fourth oldest club in Wales. In September 1898 the Stableford scoring system was first tried by its creator and then club member, Dr. Frank Stableford. In recent years there have been numerous major improvements to the 18-hole parkland course and the clubhouse, ensuring that the club offers excellent golfing facilities to members and visitors alike. With the forthcoming Ryder Cup being held at nearby Celtic Manor, the club also has every intention of pulling at least its fair share of visitors.

Brian Williams is the Secretary Manager and in 2008 following an IT health check, Brian was keen

to take up BRS Golf's offer of a 50% discount on their online booking system.

A lot of objectives

Brian's objectives were several:

- To improve and simplify the club's manual booking system for members' competitions. This comprised putting a tee time sheet on the club notice board, and members then bought a stamp for £2.00 from a nearby machine, placed this on the desired tee time along with their name in writing.
- To reduce the time spent by him and other staff in the office and the Pro Shop on the telephone in handling enquiries from members and visitors; this was taking Brian alone about an hour a day of his valuable time.
- To migrate all the club's Open competitions, society bookings and travel operator-based business onto the new system.
- To build a first class visitor database with which to market the club's tee times and other events, and thereby improve revenues.
- To exploit the ease and simplicity of e-mail and text and improve dramatically club communications with members and visitors.
- Eventually to get all the members using the system, even for casual golf bookings.
- To streamline the club's management.

Good peer opinions and reports


Brian: "I'd heard good things about the BRS system and was keen to try it. But I was very aware that change of this type could only be done step by step if we were to get the members to buy in to the system we wanted the club to adopt."

"We started installing the BRS system in January 2009, starting with the Men's competitions. After

the old stamp system the BRS one was much easier and was soon being taken up in large numbers; we typically see around 180 players in each one. We used to put the paper time sheet up on the notice board 8 days beforehand on the Friday evening, which pulled in a quite a few people and thus good sales at the Bar. By putting the competition up at 6pm on the clubhouse PC first, and then going live to all at 7pm, we've maintained around 40 people coming along on Friday evenings and thus kept up the Bar sales."

"By May we were using the BRS system for handling our society bookings, Tour Operator-arranged group visits, and our Open Days. By June, we'd got the Ladies using the system for their competitions, and now the Seniors are happy using it as well, given enough hand holding by the office team. The BRS system's saved me an hour a day not dealing with the 'phone-based bookings."

Revolutionising club communications

All Glamorganshire GC's online members had to register with their details, including mobile 'phone numbers and e-mail addresses, and this has made a huge difference to the way Brian can communicate with the members: "We soon had some 600 members on board, and having BRS has revolutionised the club's communications with our members. I'm sending at least one e-mail out a day about forthcoming social functions, matches, competitions or other things." 

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“They get direct access from their office PCs to our tee times, and can book directly their tour groups into the times I make available. That’s a big benefit to the club, with hardly a finger raised by the office. We simply get an e-mail confirming who is coming, when and at what time they’re playing.”



“But it’s the text facility that really impresses me. We’ve had a lot of lousy weather over the last few months, and various events have had to be called off at the last minute.

This used to mean a lot of ‘phone calls and members coming to the club to find we’d closed the course. Now with the BRS system, with just one click I can text all the players in a competition to tell them it’s off!”

Competition purse

Another unique feature of the BRS system is its Competition Purse. Like a purchase on the internet, members go online to the website and booking system, book a time and pay their Entry fee via a secure online payment provider. Being separate from the Member’s club or Bar card account means the BRS Golf booking system can be used by any club with whatever form of Bar and EPoS system the club may use. It also makes collection of the fees much simpler, as there is no cash and all payments are held in a Control account, from which they can be re-distributed accordingly and entered up in the club’s Accounting system.

It also enables Brian to maximise his income from competitions by introducing some discipline, as he explains: “The policy is that cancellations within 24 hours of the tee time are not refunded. This in fact rarely happens, but it’s a good reminder.”

Tour Operator business simplified

With the Ryder Cup and good relationships with several Tour Operators, Brian’s made full use of

“I see BRS Golf as partners that are helping our club to exploit new technology”

the BRS system’s 24/7 capabilities: “They get direct access from their office PCs to our tee times, and can book directly their tour groups into the times I make available. They pay the club upfront on a monthly basis, and with the Ryder Cup marketing and the date getting ever closer we’re seeing that business increasing all the time. That’s a big benefit to the club, with hardly a finger raised by the office. We simply get an e-mail confirming who is coming, when and at what time they’re playing.”

Open Days, building marketing databases

There are typically six per season at The Glamorganshire, and they can be a lot of work if handled manually. Having sent adverts about their Open Days to around 100 clubs in the area, Brian now puts all bookings through the BRS system: “It’s far easier for the people entering, it’s less hassle for the office, and the payments come through online. Open Days the BRS way is a no brainer.”

“It also means we’re building a really useful database of casual visitors now. Besides getting all the contact details of our casual visitors as they come into the Pro Shop for green fees or via the BRS system, with our Open Days I reckon we’ll have around 500 e-mail addresses, mainly of golfers locally and regionally who we can e-mail with offers, tee times, forthcoming events, etc. That is a huge asset and a marketing tool without comparison.”

Casual golf

Brian has encouraged his members to use the BRS way to set up their matches for the club’s knock out competitions, but not as yet the members’ casual golf: “I encourage the members bringing guests to book online so that they can

confirm with their guests and avoid disappointment, knowing that the first or whichever tee is their’s at the time it’s booked.”

“But we’ve taken a very gentle step by step approach to booking casual golf. By starting with competitions, something which members are used to booking, and then migrating other sections and outside business to the system, we’ve got to the point where the membership are very keen on using the system. In fact, if we went back to the old paper-based ways, there’d be a riot!”

So what has BRS Golf done for Brian Williams and The Glamorganshire GC?

Brian’s achieved all his initial objectives, and made life much easier in terms of handling competitions, Open Days, external bookings and so on. He’s made sure the club is ideally placed to take as much Ryder Cup-related business as he wants, and he’s revolutionised the club’s communications with its membership. The impact on the club’s website is equally impressive, as Brian points out: “Our website receives 4,000 hits per month from visitors all over the UK and the world.”

As for Brian and his clubhouse and Pro Shop team, the BRS system’s delivered all his expectations: “The BRS system is incredibly easy to use, excellent back up and support, and there’s constant development. I see BRS Golf as partners that are helping our club to exploit new technology. In short, I think it’s easily the best online booking system any club can get.”



Open competitions are all now handled through the club’s BRS Golf online booking and payment system

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