

Great golf the easy way: Mount Juliet's tee times go online

Booking a round of golf at one of the world's great golf courses couldn't be simpler, and is now just a couple of clicks of a mouse. The Jack Nicklaus Signature course at Mount Juliet has hosted three Irish Opens (1993,4,5) and two World Golf Championship tournaments (2002 and 2004), and any golfer anywhere in the world can now visit the Mount Juliet golf website (www.mountjuliet.ie/golf) and book themselves a tee time to suit. And the company whose online tee booking system they've chosen? The one many other clubs in Ireland are saying is the best anywhere: Belfast-based BRS Golf, of course.



Colin Donovan, the Golf Division General Manager at Mount Juliet, is the driving force behind this innovation at Mount Juliet, because he wanted to make life easier for the members and casual golfers as well as his own team. He could see that more and more people like to do things online, including bookings and the hotel and golf businesses are no exception. Colin Donovan: "The BRS system was installed in September last year and we wanted to let the members get used to it first. Now it's ready to accept visitors' bookings as well, so to any golfer who wants to play at Mount Juliet, we're open for their online business!"

Simplifying the process, freeing up the reservation staff

Until now, visitors and members booked tee times over the telephone. While this facility will continue to be available, Colin can see that sharing the online tee booking system around his staff is already starting to free up his sales, administration and hotel reservation teams. "Firstly, by seeing all the available bookings in real time, they can book with 100% confidence online, and avoid any duplications arising from using the 'phone and an offline booking system. It's also helping alleviate what is otherwise a constant series of phone calls, and this will help both reduce the time spent on the 'phone, and the hassle of waiting to get through for those trying to call us."

"This will in the longer term allow the sales teams to focus on their main task, ie. going out during the winter months and generating group bookings; and then in the summer months meeting and greeting groups of golfers. While they're in someone's office, being online means they can arrange tee times there and then. At the same time, they can also arrange buggies and club hire through the Caddy Master, because he's using the online booking system as well. So while the Sales teams are busy, individual golfers can book online without difficulty. In fact, I think they will find they prefer doing things this way."

A great tool for golfers with 24/7 convenience

"The hotel reservation staff can also prompt guests with available times when taking group bookings. We will also enable our Starters to access the booking system, so that they know who is supposed to be on the first tee – and just in case, who isn't!"

Brian Smith is one of the Directors of BRS Golf, and with his brother Rory developed the system from scratch. From a handful of clubs three years ago, some 200 clubs now have their system throughout Ireland and the UK. "We were determined it should be even easier than EasyJet to book and to judge from user feedback, this has been achieved. While the BRS booking system is a great tool for Mount Juliet, it's going to become a great tool for their individual members and casual golfers as well. It makes the whole process of booking a tee time so much easier, and you can do from the comfort and convenience of your office or home, 24/7. In the future, as green fee rates change, these changes can be communicated immediately to the customer on-screen via the BRS Booking system."



Mount Juliet may be one of the world's top courses, but unlike many others, having an online tee time booking system means that it really is open and accessible to all.

Contact details for further information:

Mount Juliet G&CC: Colin Donovan, Golf Division General Manager, 00353 (0) 56 777 3000

BRS Golf: Brian Smith, Director, 028 905 803 63

About BRS Golf Systems:

BRS Systems is a leading supplier of Internet based IT solutions to golf clubs across Ireland and the UK. It was founded in 2002 by Rory Smith and Brian Smith, both very keen golfers. Between them they have over 25 years experience in the software industry, working on a wide range of software and Internet projects.

The market leading BRS Tee Time Manager was launched in January 2004. The product quickly established itself in Ireland where it holds almost 29% market share and 90% of clubs having online bookings. The BRS Tee Time Manager was launched in the UK in September 2005 where it has already attracted a significant number of new customers.

If you would like further
information contact:
Tel: +44 (0) 28 90 580363
Email: info@brsgolf.com



31 Burnside Park,
Belfast, BT8 6HU
Northern Ireland
www.brsgolf.com
Tel: +44 (0) 28 90 580363
info@brsgolf.com