Checkliste

Boosting Efficiency in Your Golf Club's Daily Operations with the Right Software

Use this checklist to unlock the full potential of a golf management software like BRS Premier. Optimise workflows and deliver a premium experience to both members and guests.

1. Optimise Customer Relationship Management (CRM)

- [ ] Maintain a centralised database with a "Customer Relationship Management" module to manage member and guest data, including preferences, play history, and contact details.
- [ ] Create targeted specific customer communications for events, promotions, and news updates.
- [ ] Set up automated follow-ups for birthdays, anniversaries, and special achievements to strengthen customer loyalty.
- [ ] Regularly assess customer satisfaction using surveys or feedback tools.
- [ ] Consider using SMS for tournament and club updates due to higher open rates than emails.

2. Simplify Tee Time Management

- [ ] Enable online bookings for members and guests to ease the workload at reception.
- [ ] Ensure real-time updates on availability to avoid double bookings.
- [ ] Define peak and off-peak rules to optimise course utilisation.
- [ ] Integrate dynamic pricing to maximise revenue during high-demand periods.
- [ ] Connect with GolfNow, the world's largest tee time sales platform, to attract new customers and reduce unused slots.

3. Streamline Tournament Planning

- [ ] Create tournaments in the software calendar once and duplicate them to save time.
- [ ] Customise tournament formats to suit various player groups and skill levels.
- [ ] Use eScoring to streamline result tracking, reduce reception workload, and enhance engagement.
- [ ] Send automated reminders to participants.
- [ ] Generate live scoreboards to display results during tournaments.

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4. Efficient Membership Fee Management

- [ ] Automate annual membership fee invoicing and include a payment link in the bills.
- [ ] Offer multiple payment options, including online credit card payments, the #1 online method.
- [ ] Track payment statuses and send automated reminders for outstanding invoices.
- [ ] Set up an archive to access payment histories and receipts.

5. Enhance Reception Processes

- [ ] Accept online payments for tournament registrations to reduce queues and ease staff workload.
- [ ] Centralise all tee time-related tasks to give reception staff fast access to key information.
- [ ] Use a digital dashboard to handle check-ins and guest inquiries efficiently.
- [ ] Avoid overbookings or scheduling conflicts with a digital tee sheet and task management tools.

6. Simplify Pro Shop Operations

- [ ] Manage Pro Shop inventory directly in the software and set up automatic stock alerts.
- [ ] Offer online reservations for carts and rental equipment to reduce wait times on-site.
- [ ] Track rental equipment usage and generate reports for maintenance planning.
- [ ] Combine Pro Shop purchases with tee time bookings for a seamless checkout experience.

7. Implement Customer Satisfaction and Acquisition Strategies

- [ ] Personalise communication to engage members with newsletters, event invitations, and updates.
- [ ] Create loyalty programs to reward frequent players or referrers.
- [ ] Utilise feedback tools to identify areas for improvement.
- [ ] Offer special deals or discounts for first-time visitors and track their activity.

With these steps and the advanced features of BRS Premier, your golf club can achieve operational excellence while delivering outstanding service.

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