

InsideLine

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Here's
some ideas
to think about



Well done Saunton!

We're all getting used to calling a golf club and being greeted by a voice that asks us to press one of the following numbers. But if you take the trouble, you can turn this into a very effective way of both welcoming people to your club, and pushing them to your website, ie. the place where they will find – or should be able to find – abundant information about your golf club, without needing to tie you up for yet more precious minutes of the day.

At Saunton, Trevor Reynolds' dulcet tones can be heard on the initial telephone voicemail, but with the following gem of a line (forgive me for paraphrasing): "If this is the first time you've contacted Saunton GC and you would like some general information about the club and courses, please got to our website at www.sauntongolf.co.uk". This is one of the very few phone messages I've heard that reminds people to go to the website – which is very good and well worth visiting anyway – and of course, probably:

- a saves the Secretary and his staff a lot of time answering enquiries that are best dealt with on the website
- b focuses the visitor's search for information such that when they do speak with the club, the conversation is relevant
- c helps them to see all sorts of other things they probably weren't expecting!

Simple, highly effective, costs nothing and easy to action – that's what I call a great idea.

High View photography and Angus Gray

As you'll see inside, at ground level, pictures of holes just don't work - but go up 30' or so and hey presto! You can finally see the holes and their features at their best.

Angus also does all the other stuff – interior shots of that newly refurbished bar or lounge, or simply great shots of courses and holes when that blue sky's at its best. The marketing value of his work is huge: these shots can be used on all your club's marketing collateral – websites, score cards, etc. – to great effect.

Golf AutoScore

Another idea is one from New Zealand: the highly impressive Golf AutoScore system. I saw this demonstrated recently at The Belfry, and it could just be the way for clubs to go in the near future. It simplifies score card recording and handicap management by recording the scores through a reader, building those scores into a leader board, and then sorting out all the new handicaps – and it only takes a few seconds to do each card.

In terms of software, Golf AutoScore is an open platform, so their software can be integrated with any existing competitions and handicaps software – all it takes is for your

software supplier to integrate the software and you're away.

Best of all, all the 'work' is done by the members in more or less the same way they've been used to doing things – put down the score, cross out one of the corresponding numbers on the reader format side of the card, sign it and then pass through the reader back at the clubhouse – or wherever it's located, which could be the scorer's tent, for example, if it was a major tournament.

The reader sorts out the score or correct points for whatever format of competition it may be – singles medal, stableford, foursomes, Texas scramble, etc. etc. – and then enters the score onto a leader board. This can then be projected from the PC or laptop via a cable to a projector and screen in the bar or lounge. Once the competition is closed, it takes care of all the new handicaps as well.

It will deal with 100 cards in less than 5 minutes or so – it really is that quick. And for those of you who wonder if the Leader Board idea is anything more than a gimmick for the lounge, the team from Golf Auto Score have solid evidence from one club that installed their equipment: the bar sales were up 25% over the year, compared to the year before, purely because of the effect of having a live leader board running during all the competitions. That alone is worth the installation of Golf AutoScore.

Inside this issue...

- A good photo really is worth a thousand words...
- Pinner Hill makes its yearly bar card payments really hassle-free
- Maximising your club's green fees income opportunities
- Silence on the tee! St Enodoc goes quiet with Rubapath
- Ridding Park GC's new golf ball picker - 'Does what it says on the tin!'
- Bowood Park goes for the whole package from Mox

- Crowborough gets noticed!
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