



Forres GC: Know Your Members & Visitors Use of the Customer Feedback Tracker

INTRODUCTION: Situated on the Moray coast, Forres is an historic club. In 1889, James Braid designed and created the original nine holes, and in 1912 the course was expanded to 18 holes by Willie Park. A beautifully maintained, picturesque and interesting layout, the club remains popular but is facing the challenges of many modern day clubs in terms of members and visitors.

THE ISSUE

At the club's peak, Forres boasted a membership of approximately 1,000 members (from 1996 – 2000). Like other golf clubs, it has faced the challenge of an ageing and declining membership and now has just under 500 members. The club has looked at a number of avenues to stabilize, increase membership and get more people playing the course. For Forres, bringing in younger members is the biggest challenge as their membership is a little older than the average in Scotland.

THE SOLUTION

Last season, Forres conducted their own visitors' survey using their own questions and traced feedback. However, having been to a local Scottish Golf seminar event before, vice-captain & marketing convenor Murray Drummond began working with Regional Club Development Officer, Willie Mackay, last October. Now keen as a club to look at member feedback, Willie alerted Forres to the Customer Feedback Tracker tool. Scottish Golf has developed the online tool to help clubs seek and track feedback from their customers. The Customer Feedback Tracker is very simple to use and can be tailored to suit the questions you want to ask. Just select the questions you wish to ask, upload your contacts and launch to your members and visitors.

IMPLEMENTATION

Forres were quickly sold on the system, having worked with Willie on various areas of their Business Plan. The club used the Customer Feedback Tracker template and began to populate it. They sent out 330 surveys and were delighted to receive 175 responses from across their membership. The benefit here was two-fold: member engagement and member interest in the club as a range of views came back.

The response rate was improved as the club ran three days in the clubhouse where members could fill in the form.

AT A GLANCE...

>> Seeking to stabilize and boost ageing membership & attract more visitors

>> Introduced to Scottish Golf's Customer Feedback Tracker online tool

>> Forres sent out 330 surveys to their membership and received 175 responses, highlighting success of member engagement

>> Number of action plans from Tracker discussed at Member Forum and to be actioned in season ahead

>> Further benefit the increase in volunteers willing to assist at club following Tracker

"I would encourage clubs to use the Customer Feedback Tracker, there are clear benefits from it"

Murray Drummond, vice captain & marketing convenor at Forres GC

IMPACTS

The feedback finished in March and, overall, showed some very interesting facts that are shaping the club's 2017 plans.



- A clear list of initiatives (10 - 20) the club intend to implement over the year
- These were discussed at a Member Forum event in early May, attended by 35 – 40
- Actions from survey now passed to various committees and seeking to act upon
- A clear benchmark the club can use in future years to measure progress
- Further benefit via the Tracker was the club asking for volunteers, with a number of members putting their name down
- 23 volunteers prepared to work on club committees, with as many as 48 saying they would work in a short-term working group. Another pool of 40 prepared to help in any other way

“The Customer Feedback Tracker has helped in terms of membership retention and engagement. I can feel this year more people are engaged in the club & more are playing in club competitions and Opens”

Murray Drummond, Forres GC

**View more information on Forres GC:
www.forresgolfclub.co.uk**

NEXT STEPS

Intention is for the club to build on their plans from the Customer Feedback Tracker. Towards the end of the season, the club will look to feedback to membership on the points actioned from the survey.

The club are already seeing clear benefits from the tool and intend to now use it every year so they can track if the actions they are taking are what their members want. Engagement with their membership is key, as it's almost as difficult to keep members as it is to attract new ones.

Ultimately, the club is keen to grow their membership further and hope the actions they are currently taking will attract others. Having previously traced visitor feedback, they have realized the importance of member feedback.

View more information on Customer Feedback Tracker: <https://www.scottishgolf.org/club-services/marketing/customer-feedback-tracker/>

FIND OUT MORE

If your club would like to promote its business success story or require support in this area, please contact your Club Development Officer:

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