



Case Study: Bell Bay Golf Club

Excellent Customer Support Helps Bell Bay Golf Club Experience Great Results

When Bell Bay Golf Club opened its doors in 1997, the club's management team needed a software package that would allow them to manage the course's day-to-day operations at each of its departments. The ActiveGolf's comprehensive, integrated Jencess golf software solution has allowed them to efficiently manage operations while providing top-notch customer service.

The Situation

Each year, between May and October, Bell Bay Golf Club hosts more than 20,000 members and guests at its golf course facility. Situated in the scenic village of Baddeck on Cape Breton Island in Nova Scotia, Canada, the beautiful, semi-private Thomas McBroom course sits high above the Bras d'Or Lakes overlooking the bay. The club's four distinct teeing areas ensure a challenging and enjoyable golf experience for players of all skill levels while the club also offers a variety of amenities, from its pro shop, restaurant and meeting room, to its practice facilities, golf academy and lodging accommodation partners.

The Challenge

With such a variety of facilities requiring software solutions, Bell Bay was looking for a robust system which would be able to handle all of their various needs. After several on-site visits with vendors and referrals from other golf course owners, Bell Bay's management team selected Jencess software, which has since become part of The Active Network. Ted Stonehouse, General Manager and Head Professional at Bell Bay Golf Club, explained, "Talking to other courses about software, set up, and daily processes allowed our operations staff to make the best software selection and strategic decisions."

The Solution

Bell Bay Golf Club implemented ActiveGolf's financials, point-of-sale, tee-time reservation, food & beverage and online reservation modules. The integrated software package enabled the club to handle all of its operational needs in one comprehensive system.

According to Don Rowe, Professional Shop Manager for Bell Bay Golf Club, Active's software was known as the best tee-time reservation system around. "A number of people were familiar with the golf course software and had positive feedback, particularly with regard to customer support."

Customer at a Glance

Customer: Bell Bay Golf Club

Solution: Jencess

URL: www.BellBayGolfClub.com

"The biggest advantage of Active's Jencess software is the quality of customer support. The technical support staff has been very helpful, knowledgeable and responsive."

– Don Rowe, Special Shop Manager, Bell Bay Golf Club

How ActiveGolf's Software Benefits the Bell Bay Golf Club:

- ▶ **Excellent Customer Support**
ActiveGolf provides lifetime value through exceptional service and delivery at every point in the process. From implementation through technical support, Active provides top-level customer service and a shared commitment to the success of the business.
- ▶ **Easy-to-use Interface**
Easy to implement, easy to use and easy to train, ActiveGolf's solution allows staff to focus more on the task at hand, increasing efficiency and productivity.
- ▶ **Cost-Effective Solutions**
ActiveGolf's solution streamlines operations and reduces operational costs. "We encourage golf course owners to use the software because it's been a very good and cost-effective system for us."
- ▶ **Integrated Modules**
Adaptability is ActiveGolf's key strength, allowing the software to grow with the company by seamlessly integrating all aspects of the golf course business.
- ▶ **Online Reservation System**
By extending the reach of critical information through the Internet, ActiveGolf offers the convenience of online booking to guests/members. Reducing call-ins gives staff added time to better service customers.

The Benefits

Since implementing Active's golf solution, Bell Bay Golf Club has been able to effectively manage operations and strategically allocate staff members' time. Approximately 20 full-time staff members at Bell Bay use the software on a regular basis, but training new staff members is never an issue.

"We take advantage of the software's training module so new staff members can actually create transactions and learn the functionality of the software," explained Stonehouse. "Our department heads and accountants are able to easily walk new staff members through the training and get them up to speed quickly."

"The biggest advantage of Active's software is the quality of customer support," noted Rowe. "The technical support staff has been very helpful, knowledgeable and responsive. When we make suggestions or comments, staff finds a way to incorporate the enhancements and solutions into the next software update."

According to Bell Bay staff, the other key benefits of ActiveGolf's software are its user-friendliness and the online reservation system. An early adopter of Active's online system, the Golf Club launched online tee-time booking in late 2004. Bell Bay staff members promoted the online option through an e-mail blast to all members and through a training session designed to show members how to use the online reservation system.

"We have a number of members who use the online reservation tool on a regular basis," noted Stonehouse. "I anticipate use of online reservations to continue to increase over time as more people learn of its availability and see how easy it is to use. The members who already reserve tee-times online really appreciate the convenience."

The online reservation system is especially beneficial for Bell Bay Golf Club accommodation partners and guests during the winter months when the Club is not fully staffed, eliminating the need to wait on the phone for an accommodations staff member to assist with a tee-time reservation.

The Future

"The software has been adaptable and flexible in growing with our organization," said Stonehouse. Bell Bay is looking into future club developments and anticipates ActiveGolf's software being a key piece in managing operations of the new facilities.

"We would certainly recommend ActiveGolf's Jencess software to other courses," said Stonehouse. "We encourage golf course owners to use the software because it's been a very good and cost-effective system for us."

Rowe added, "We hope to continue with the way we've been managing our operations through ActiveGolf's software. It's a great system because it's easy to use, efficient and staffed with a great team to handle all of our customer support needs."

