



Case Study: Black Gold Golf Club

Black Gold Golf Club Fills Underutilized Tee Times with Active Network, Golf's Click4TeeTimes.com Service

Located in the foothills of Yorba Linda, California, golfers have discovered Black Gold Golf Club is more than just a play on words, it is the city of Yorba Linda's prized possession. The Arthur Hills Championship-designed course is Orange County's newest public daily fee premiere golf facility. Committed to offering "Best In Class" course conditioning and VIP customer service, Black Gold is always looking for innovative ways to improve its offerings. A few years ago, the club saw an opportunity to gain additional exposure through an online tee time portal that integrated with its existing Web booking engine. Since implementing Active Network, Golf's Click4TeeTimes.com portal, the club has experienced an increase in underutilized tee times, and has been able to cut back on marketing expenditures and staff time spent booking tee times over the phone.

The Course

Black Gold Golf Club opened its greens to the public in November 2001. Located only a half-mile from the Richard M. Nixon Library and built on the old Shell Oil Fields, the challenging par 72 layout stretches 6,756 yards and incorporates several water features, including a stunning waterfall, slight elevation changes, rolling hills, strategic bunkering and the most incredible vistas overlooking all of Orange County and Long Beach. Its goal is to be on the short list of courses in Southern California that offer a tournament-conditioned golf course with curb-to-curb customer service that everyone expects from a great facility.

A New Marketing Strategy

Black Gold was first introduced to Click4TeeTimes.com, now part of Active Network, by Southland Golf Magazine. Click4TeeTimes.com was a new online tee time portal designed to increase revenues, operational efficiencies and customer services for golf courses and their golfers through increased online exposure and a convenient, easy-to-use tee time booking tool. Eric Lohman, General Manager for Black Gold, explained, "We received a call from Click4TeeTimes and I knew right away these would be great guys to work with. The team at Southland Golf Magazine knew that in order for each of us to succeed, we needed to work together. They were right."

Implementation of Active Network's Click4TeeTimes technology took a matter of minutes, according to Lohman. The online portal integrated seamlessly with the course's existing point-of-sale system and Web booking engine. "Click4TeeTimes' ability to integrate was key for us," said Lohman. "Without the integration, we would have added man hours and possible human error to the booking processes."

Customer at a Glance

Customer: Black Gold Golf Club

Solution: Click4TeeTimes.com

URL: www.BlackGoldGolf.com

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General Manager,
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Why Golf Courses Choose Active Network's Click4TeeTimes.com:

1. Experience.

Over 100 golf courses already use the Click4TeeTimes online portal.

2. Increased Revenue.

Golf courses attract more golfers and increase sales through additional exposure online and an easy-to-use tee time booking system.

3. Increased Operational Efficiencies.

Streamline tee time reservations and reallocate staff time to manage additional duties by alleviating inbound phone calls and manual data entry.

4. Customer Service.

Offer golfers more ways to book a tee time through a convenient online portal.

The Results

"Active's tee time portal is our best resource for online tee times at off-peak days and times," said Lohman of the benefits of using Active's Click4TeeTimes portal. "They are single-handedly responsible for 5% of our business resulting in hundreds of rounds, thousands of dollars each month and tens of thousands of dollars over the course of a year. They are irreplaceable, easy to work with and one of the few reasons we are so successful at Black Gold Golf Club."

Lohman has also been extremely pleased with the customer service and support he's received from Active's Click4TeeTimes team, as well as the ongoing technology enhancements. "Our reps are extremely good people. I feel somewhat responsible for assisting the team with its technology development. Click4TeeTimes grew with our needs in the areas it was able."

As for advice for other courses considering Click4TeeTimes and ActiveGolf.com as their online tee time portal, Lohman notes that the Active team cares about its clients, listens and learns with them.

Today, Black Gold Golf Club books upwards of 10% of its tee times online. Prior to Click4TeeTimes, it only booked 3% online. Lohman adds, "Not only do we fill more unsold tee times, we also receive fewer phone calls and are able to spend less money on marketing. Of our 60,000 golfers each year, approximately 4,000 – 5,000 are a result of the club's exposure through Click4TeeTimes.com."

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