



## Case Study: Northlands Golf Course

# Active's Software Solution Provides the Ultimate Whole-In-One

As a municipal course, Northlands Golf Course needed an affordable, cost-effective software solution that could handle their tee sheet, point of sale and online booking needs while integrating all of these components into an easy to use system. ActiveGolf's software provided the perfect solution, and then some!

When the British Columbia-based Northlands Golf Course began looking into finding an effective software solution for their award-winning 18-hole municipal course, there were a number of different factors to consider. "What was lacking at the time was integration between the tee sheet and the point of sale, as well as internet booking capabilities," recalls Golf Facilities Manager John Lehman, "more specifically, not wanting certain existing solutions that charge fees to the user. There were also concerns relating to affordability and usability." Northlands needed an affordable software model that still gave them control over their inventory.

The organization found the answer to their software needs in the complete golf software solution offered by Jencess, now a part of The Active Network, to the strong satisfaction of both their guests and staff. According to Lehman, ActiveGolf's tee sheet functionality "is the best I've seen in the industry, without a doubt. The tee sheet provides a lot of great functionality that allows us to manage the golf course better. Setting up our tee time intervals, manipulating the tee sheets so that we can squeeze last minute bookings in, it is incredibly functional from a golf course operations standpoint."

Additionally, that same software component also offers the increasingly-important online reservation functionality to Northland's guests. The online booking service not only offers guests an easy and convenient method for booking tee-times, it also frees up staff to spend more time dealing personally with guests at the course. "We're now doing almost 20% of our bookings online, and our pro shop sales are definitely up this year as a result," Lehman states. "We're up 7%. In part, it is due to the fact that people are utilizing online bookings more, so our staff has more time to talk to people in the golf shop and spend a little bit more time sourcing out what their needs are when they are here."

### Software & Marketing Solutions That Source Revenue

Having ActiveGolf's point-of-sale system in the pro shop doesn't just save guests time, it also provides innumerable opportunities to generate further revenue for the shop. "By collecting information from within the POS accounts, I can easily track guests' spending habits; collecting information on our guests is very useful and very easy," explains Lehman. "Finding out more about our customers means marketing effectively with the captured data."

### Customer at a Glance

**Customer:** Northlands Golf Course

**Solution:** Jencess

**URL:** [www.GolfNorthlands.com](http://www.GolfNorthlands.com)

"The functionality of the system is among the best in the business, without a doubt. The software is reliable beyond belief. It absolutely makes things more convenient for our guests and corporate clients, and it does so affordably. I can't say enough about it."

– John Lehman, Northlands Golf Facilities Manager, District of North Vancouver

### Northlands Key Benefits

#### **Customer Service via Tee Sheets and Online Bookings**

Any time you can increase both efficiency and convenience, you can't help but make your customers happy. Being able to offer customers a reliable online booking service greatly improves off-site customer relations, while also freeing up staff for more in depth on-site customer relations.

#### **Efficiency/Saving Time**

In addition to the benefits gained from Active's superior tee sheet system, the reporting and inventory systems built into the software package saves time at all staff levels, once again saving money and increasing potential face-time with customers.

#### **Increased Revenue (Staff Focus in Pro Shop, Targeting Members)**

Between freeing up staff to focus on pro shop sales, and harvesting database information to target members with special, customized offers, Active's software is the perfect tool for anyone looking to increase course revenues.

Being able to target members and guests strategically according to their buying histories and playing habits is key in order to source new revenue and also make members and guests feel a sense of familiarity and community. "We're huge into database and email collection," explains Lehman. "By gathering information from several different touch points throughout our organization – including the pro shop, the web site and even our marshals – we can build a database and effectively mine that database."

When it comes to fully analyzing all of this data, ActiveGolf's software can uncover revenue-generating opportunities in seconds, allowing the organization to target members strategically based on their playing patterns. Recently, Lehman organized a strategic marketing initiative in order to boost tee time sales for Mondays, with positive results coming forth almost immediately. Lehman recalls, "We took a look through our database and found out who has played on Mondays. We compiled a database of all the emails of the people who have played on a Monday – about a thousand people -- and specifically sent out an email regarding a Monday special for the next month." Within two weeks bookings had increased by 10%, which translated to an increase in revenue of about \$500 a day, without taking out an ad in a local paper, or printing coupons. "We use this to attract people up here -- both to our golf course and our restaurant -- in non-traditional times," explains Lehman.

### Easy Integration

With all of the ways that Northlands Golf Course and their guests benefit from the software, it would seem that implementing and learning such a complete system would be a time- and labor-intensive procedure, but according to Lehman, the installation and education process was a fast and positive experience. "It was a very quick install; the staff had a really easy time picking up and running with the technology. It is very simple to use," Lehman continues, "Within a week, you're up and going and your staff is competent and comfortable."

### Saving Time is Saving Money

Lehman believes that the best feature of the software comes in ActiveGolf's comprehensive reporting system. "The greatest benefit and time-saver for us is in the reporting. It allows us to do reporting quickly and clearly, and sends it to our district in a concise manner that they can understand. We're certainly saving a couple of hours a week from our senior staff in gathering reports." Additionally, the POS software has allowed for greater inventory control, knocking off 3-4 hours from employees' inventory time each month, which is \$300-400 off the bottom line every month.

When it comes to recommending the software to a wide variety of organizations large and small, Lehman is unhesitant in his response. "The functionality of the system is among the best in the business, without a doubt. The software is reliable beyond belief. It absolutely makes things more convenient for our guests and corporate clients, and it does so affordably. I can't say enough about it."

