



Case Study: Whisper Lake Country Club

Whisper Lake Country Club Selects Active Network, Golf Software Solution for Cost Savings and Improved Efficiencies

Opened in April 1994 and located in the heart of Madison County, Mississippi, Whisper Lake Country Club began as a private, full service country club with a picturesque golf course, pool, tennis courts and fantastic dining venue. In 1999, Whisper Lake built and managed a second golf course 30 miles away. As the Club expanded, its need for a more flexible and powerful software system did as well. After selecting and implementing Active Network, Golf's GEN software, the Club now seamlessly serves approximately 50,000 golfers each year and has its sights set on managing an additional two golf courses in the near future.

Outgrowing a Software System

Less than a decade after opening its doors, Whisper Lake Country Club had already outgrown its software system and needed a new solution that provided communication between its two courses.

Gary Owens, Controller for Whisper Lake Country Club, embarked on a two-year journey to find a new software program for the club. "The system we originally used was good, but antiquated. Once we built and took on management of the second course, we needed a software program that would allow for communication between the two courses, from financial data to tee time reservations."

Gary analyzed a wide variety of software packages and invited vendors to demo their capabilities. "One program, Active Network's GEN software, really stood out for us for a couple of reasons. For one, our club owner met an Active Network representative at a show in Orlando and was so impressed that he invited this representative to come in and demonstrate how the Active Network solution could benefit us. Second, Active Network's GEN software did what we needed it to at a price within our budget. We thoroughly evaluated a number of systems, but ultimately Active's GEN software was the system that would allow for the communication, efficiency, cost savings and growth that we desired."

Implementation and Operations

Active's team joined the Whisper Lake staff onsite to set up the individual PCs and provide training on the software. "The training lasted maybe a couple of days," says Gary. "Active trained our 18 or so pro shop and food and beverage personnel, then trained me in the accounting applications. The software is extremely intuitive and therefore, made the transition to the new software very easy. Everyone picked it up quickly." And as new staff members join the Country Club, Gary and fellow team members are able to train new employees in-house with ease.

Customer at a Glance

Customer: Whisper Lake Country Club

Solution: GEN

URL: www.whisperlakegolf.com

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Whisper Lake Country Club

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Whisper Lake's Advice for Choosing a Golf Software Package:

1. **Develop a series of questions that relate to your specific needs** and ask every vendor these questions. That way, you can ensure you're comparing each software package objectively.
2. **Ask for references.** People will tell you what they honestly think about their software programs, which can be very helpful to know upfront.
3. **Choose a company with a staff that you like.** Whisper Lake invited Active Network to demo its software because the course owner was impressed with one of the company's representatives.
4. **Look for the right price.** Once staff members knew the software would do what they needed, Whisper Lake selected Active's GEN software because it was offered at a price within its budget.

As for operations, Gary notes that Active's GEN software has helped the Club significantly improve communication and efficiency. "I'm able to read information in the accounting office from these two courses 30 miles apart. This communication not only helps us improve our knowledge of what's going on at each of the courses and make informed decisions, but it also improves how well we can keep up with our information on member and guest types."

"For example, we've always done a very good job of ringing in our sales, but the Active Network solution enhances our sales process. When we have a customer walk in to the pro shop, the system is set up to know whether or not that customer is a member and it knows how and what to bill them, based on special discounts and member benefits. Active helps us to know a lot about our customers right away that our clerks may not know."

An additional benefit of choosing Active's GEN software, Gary notes, is the flexibility of the software and responsiveness of the Active Network, Golf team. "We had a few special programming requests in the beginning to best meet our specifications as a country club with one private and one semi-private course. Active Network, Golf was very responsive to our requests and understood the long-term benefit of expanding the software to meet our needs. Everything was handled in a timely manner and we were extremely pleased with the results."

Looking Toward the Future

With internal operations running seamlessly, Whisper Lake is now in talks to possibly manage another two golf courses, approximately 200 miles apart. He feels confident that the software will handle the expansion with ease.

"Our operations have been running on Active's GEN software for the past four years and we're still very happy with the system," says Gary. "While the two potential new courses will be a lot of work in our accounting offices, it's an exciting time for us and I feel good about the software we have in place to help us every step of the way."

