

UNDERSTANDING THE CUSTOMER JOURNEY

IDEAS TO HELP YOUR CLUB **MEET** AND **EXCEED** CUSTOMER EXPECTATIONS

A customer could be an existing member, new member, brand new participant or visitor

CUSTOMER EXPECTATIONS



SEARCH FOR INFORMATION

Websites

- Local & national
- Club
- England Golf
- Get into Golf
- Golf Express

Resulting in a direct enquiry:

- Telephone
- Email
- Walk-up

Local marketing

- Word of mouth



SIGN-UP

- Online**
- Telephone**
- Email**
- Walk-up**

Ability to book or join and receive confirmation



TAKE PART

3 stages

- Arrival
- Activity
- Departure

Need to feel welcome, see the benefits and be given a great experience at each stage



EXPECT A FOLLOW-UP

Communications

- Email
- Telephone

Should include a thank you, the opportunity to feedback and options for next steps



FEEL VALUED

Ongoing tailored communications

- Email
- Telephone

To include

- Progression opportunities
- Events
- Offers
- How to connect with other players

STAGES

INITIAL ENGAGEMENT



BE VISIBLE

Consider your current marketing channels

Review and update information on your website

- Make it tailored
- Cost
- Offers
- Facilities
- FAQs

What is your enquiry process?

- Including data collection

PRE-ACTIVITY



MAKE ENGAGEMENT EASY

Process

- Online
- Telephone
- Email
- Walk-up

Ensure you collect data and send confirmation

Share additional information on:

- Where to go?
- Who to see?
- What to wear?
- What will happen?

Send a reminder

EXPERIENCE



WELCOMING & FRIENDLY

Plan and prepare

Arrival

- Meet and greet

Activity

- High quality
- Showcase the club

Departure

- Signpost other opportunities

Log additional preferences as part of data collection

POST-ACTIVITY



KEEP IN TOUCH

Ongoing communication

- Prompts
- Offers
- Up-sell

Gather feedback to improve future offers and understand customer preferences

ONGOING ENGAGEMENT



UNDERSTAND YOUR CUSTOMER

Provide offers to meet the needs of customers

Plan and schedule tailored communications

Monitor and track

- Activity
- Progression

Up-sell further opportunities

Repeat these stages in order to retain customers

CLUB CONSIDERATIONS