



MEMBER SURVEY

A GUIDE TO GOOD PRACTICE

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Gathering customer feedback

Communicating regularly with members and visitors is an incredibly important part of growing a sustainable business. Retaining members costs less than acquiring them, but regular and effective communication is essential to creating satisfied customers.

Visitor and member interviews/surveys are vital to understanding the reasons and motivations for playing, leaving and maintaining activity levels within the club. Customer feedback surveys are so important because they can provide businesses with insight that they can use to improve their products, offers and overall customer experience.

1. It can help improve a product or service

Listening to your customers is the only way to guarantee you create a product or service that they actually want to buy. Use customer feedback to help you solve a customer's problem or fulfil a need.

2. It offers the best way to measure customer satisfaction

Measuring customer satisfaction allows you to keep track of how happy or unhappy your customers are. It allows you to benchmark the different areas of the business and identify areas of success or concern.

3. It provides actionable insight to create a better customer experience

Improving the customer experience should be the primary reason you gather customer feedback. Offering an amazing experience that keeps your customers coming back and referring their friends to you is the best way you can stand out from your competition.

4. It can help improve customer retention

A happy customer is a retained customer. By requesting customer feedback surveys regularly, you can ensure that you keep the finger on the pulse.

5. It delivers tangible data that can be used to make better business decisions

The best business decisions are based off data, not hunches. You can gather real insight into how your customers really feel about the product or service you deliver.

6. It can be used to identify customer advocates

Customer advocates are your best marketing campaigns. They offer tremendous value at very little cost. Don't be afraid to ask for a testimonial or referral – more times than not, these advocates want to help you.

Introduction

Customer feedback surveys are an invaluable tool in helping businesses retain customers, build on existing relationships and start new ones. Ask your customers what they'd love more of, what offers they like and which services they dislike.

England Golf can support the design of customer surveys and/or provide template surveys for use within clubs. Surveys are available in the following formats:

- Online template
- SurveyMonkey
- PDF/Hard Copy

Or alternatively, we can advise on a range of online survey providers – who can provide one-off or ongoing scheduled survey support.

We've pulled together a selection of different examples of questions you might want to consider when producing a member survey. Please note that not all sections will be appropriate for your club, and you may want to alternate questions/sections at different times throughout the year.

We recommend using satisfaction scales of 1-5 or 1-10 where appropriate, making sure that you are consistent throughout the survey. Your Club Support Officer or Regional Manager will be able to advise and support you throughout the process and help identify core questions.

Example scale

Question here	1					5						10
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Recommendation and loyalty

OVERALL CLUB EXPERIENCE

Based on your overall experience with [club] please state

How likely is it that you would recommend [club] to friends, family or colleagues?														
How likely is it that you will still be a member of [club] in two years?														

If less than "7" above

What is the reason you do not expect to be a member in two years? It is possible to specify more than one reason.	Due to my age
	Due to my health / disability

PRICES AND PRODUCTS

Please indicate how much you agree or disagree with the following statements:

The different types of membership meet my needs														
Compared to other clubs, the prices in [club] are reasonable														

Do the current member benefits meet your requirements?	Yes
	No
If answer to the above is no... What additional benefits would you like to see?	Please List:

MANAGEMENT AND INFORMATION

The facility opening hours suit my needs														
The employees provide a good service														

Background information

What is your current membership category?	7-Day member
	5-Day member

What is your average journey time to the club?	Under 10 minutes
	30-60 minutes

Do you have playing partners in [club] with whom you regularly play?	Yes
	No

Do you have family members who are members of [club]?	Yes
	No

Are you a member of the club based out of the facility?	Yes
	No

If yes, please indicate how much you agree or disagree with the following statements:

How often do you use the practice facilities (driving range, chipping green, putting green)?	More than twice a week
	Once a month

The club organises an appropriate number of competitions per year	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The variety of competitions covers my needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Over the entire year, how often do you play golf [in the club]?	More than twice a week
	1-2 times a week

Over the entire year, approx. how often do you pay green fees in other clubs?	More than twice a week
	Less than once a month

How many years have you played golf in total?	1 year
	More than 10 years

Would you like to help the golf club with volunteer work, e.g. two days within the next year, with a specific and defined task? (You will, of course, remain anonymous in relation to the rest of the study)	Yes. Please state contact information:
	Name:
	Email:
	Phone:
	No
	Already a volunteer

If yes, above

In which areas would you like to help [club]? (Check all areas that apply.)	Beginners
	Help recruit new members

If less than 7 in the first question (regarding recommendation) OR less than 4 on the second question (regarding being a member in two years)

Due to your answers, the club would like to be able to contact you to discuss your experience at [club]. May we have permission to contact you?	Yes. Please state contact information:
	Name:
	Email:
	Phone:
	No

The course

If the club has more than one course

Over the course of the year, which of the following courses have you used the most?	Course 1
	Course 2

Please indicate how much you agree or disagree with the following statements regarding [course] in [club]

Tee boxes are excellent																				
Fairways are excellent																				
The rough is satisfactory																				
Access to the course all year round is satisfactory																				

PRACTICE FACILITIES

Please indicate how much you agree or disagree with the following statements:

All in all, I am satisfied with the club's practices facilities																				
In general, the practice facilities are available/accessible when I want to use them																				
The accessibility of the driving range is satisfactory																				

How satisfied are you with the following elements of the practice facilities?

The mats in the driving range																				
The chipping green																				

The bar and restaurant

Based on your overall experience with the bar/restaurant in [club], please state

How likely is it that you would recommend [club]'s bar/ restaurant to friends, family or colleagues?																				
--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Please indicate how much you agree or disagree with the following statements

The selection of food and beverages is sufficient																				
The operation of, and service in, the bar / restaurant is good																				



Please indicate how much you agree or disagree with the following statements:

The changing rooms and shower facilities are satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The toilet facilities in the clubhouse are satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility to and in the clubhouse is satisfactory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COACHING & LESSONS

Have you had lessons or coaching at [club] over the past year?	Yes - once or twice over the past year
	Yes - three or four times over the past year

If "Yes" above

Based on your overall experience of coaching and lessons, please state

How likely is it that you would recommend them to friends, family or colleagues?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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If no, above

What is/are the primary reason(s) you have not taken lessons from the club's pro(s)? It is possible to specify more than one reason.	Have not had time
	Do not think it will help my game

To what degree do you agree with the following statements regarding the coaching and lessons available?

They are delivered by an educational and exciting teacher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The teaching pro was attentive and service-minded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

JUNIORS

(If age 18 or below, player will only receive these questions)

Please indicate how much you agree or disagree with the following statements:

I have made new friends to practise and play with through junior activities and competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The practice facilities are great for helping to improve my skill level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Further comment

If you have additional comments on [club] (criticism or praise), please enter them here:

