



CONSULTING
AMIGOLF

The next
step

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The Next Step...

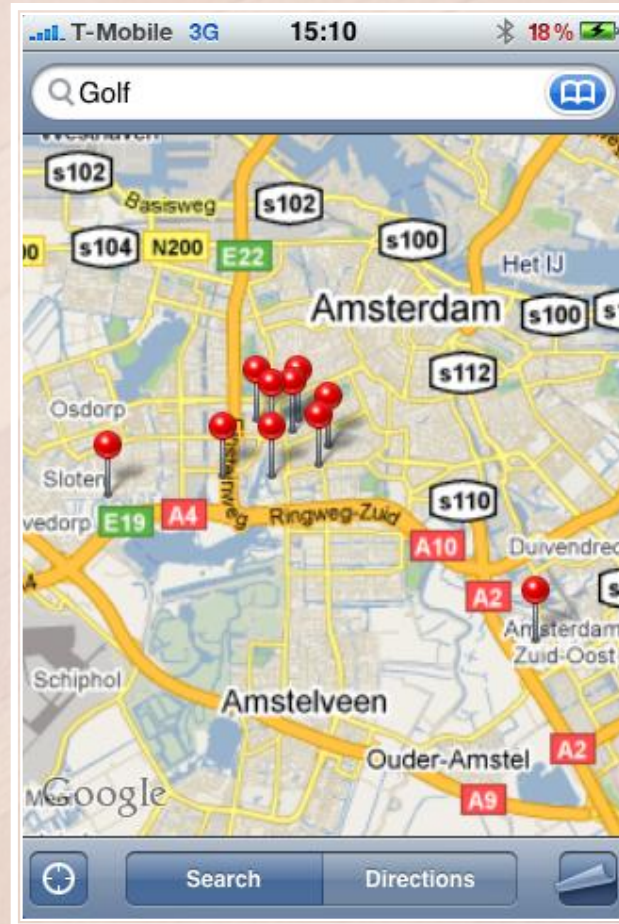
- View Customer Service as your most valuable product!

NO 2 HB

Customer Service

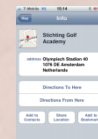
- The provision of service to customers before, during and after a purchase.
- A series of activities designed to enhance the customer's satisfaction.
- Customer Service is the experience a guest takes home.

Generation Y2K



Generation Y2K

- Website misdirected
- Website not operational
- Website not 3G compatible
- No website or phone nr.
- Website fully operational
- Missed opportunity



70%

SOP's

- A job description is too vague to be SOP.
- Examples
 - ***Ability to answer phones***
 - Make starting time reservations
 - Check in guests
 - Daily administration
 - Etc.

How to write SOP's

- Be clear and specific
- Examples - Audio/Visual
- Experience
- Lead by example

NO 2 HB

Telephone SOP (Specific)

- Answer phone within 3 rings.
- State name of golf club, daily greeting, your name and offer your service.
- Speak clearly and let them hear your smile.
- Use guest's name at least 3 times.
- Repeat and confirm request.
- Ask if there is anything else you can do?
- Wish the caller a pleasant day!

Sample conversation

Phone Ring, Ring...

Club Golf club Amsterdam, good afternoon, my name is Alex, how may I help you?

Caller This is Jack Nicklaus, I would like to book a starting time on Saturday at 10:00 AM for 3 players.

Club Certainly Mr. Nicklaus, let me go ahead and look for you on Saturday at 10:00 am for 3 players.

Caller etc.

SOP's Continued

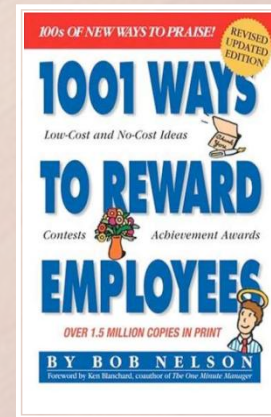
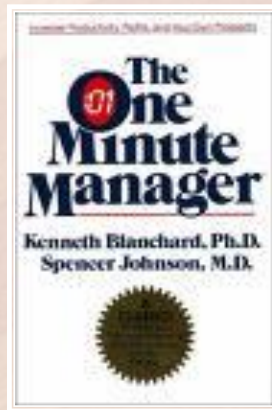
- Audio sample or role play



NO 2 HB

Secret to success

- Catch your staff doing things right!!!
- Happy employees = Happy Guests



Examples

- Rain check policy
 - Take care of your guests
- Group Reservation
 - Offer to call back
- Greens Aerification
 - Do half the green
- Guest's Perception
 - Find out what your guests think

Customer Service

- Equipment sales
 - \$45,000 to \$88,000 revenue increase
- Pro-shop
 - \$5,000 to \$160,000 net profit increase
- Golf lessons
 - \$7,000 to 13,500 revenue increase

The next step...

- Customer service is your most valuable product!
- Think long term success!
- If you build it, they will come!
- If they smile, they will stay and pay!



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Thank you!

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