



“Golfers Book at Midnight: Are You Open?”

Golfers prefer the convenience of online booking 24/7

By Tom Condon, President, Tee-On Golf Systems

As a former club manager, I know how challenging it can be to serve the needs of customers. While the core golf business practices may remain the same, a lot has changed in the background, especially regarding technology. Millions of people use the Internet to book hotels and flights, as well as sporting events and concerts. Similarly, golfers enjoy online booking because it’s available 24 hours a day and it’s significantly faster than calling the club.

In this article, you will learn how to reduce your club’s phone volume and increase your overall bookings by capturing your share of 24/7 Web reservations. What’s more, by using such a system, you’ll gain invaluable data about who’s playing your course, how often, and when. Unlike a paper tee sheet, a well-designed computer system provides information about your business that may show you how to increase profits.

CONTINUED...

“TEE-ON’S COMPANY PRESIDENT COMES FROM A GOLF BACKGROUND, WHICH IS IMPORTANT TO ME. THE PEOPLE AT TEE-ON LISTEN TO WHAT I NEED AND RESPOND QUICKLY. THE SYSTEM IS AS CLOSE TO PERFECT AS ONE COULD REASONABLY EXPECT. IT’S ALSO A GREAT VALUE.”

————— **Bob Easto**
Pro Shop Manager
Paris Grand Golf Club & Inns
(Paris, Ontario, Canada)

“ON AVERAGE, 60 PERCENT OF OUR BOOKINGS NOW COME FROM THE INTERNET. ON WEEKENDS AND HOLIDAYS, WHEN TEE TIMES ARE IN HIGH DEMAND, THE PERCENTAGE OF INTERNET BOOKINGS RISES TO 85 PERCENT. THE HOURS WE SAVE BOOKING TEE TIMES ON THE PHONE ALLOW US TO PROVIDE A HIGHER LEVEL OF DAY-TO-DAY SERVICE EXPECTED AT A PRIVATE COUNTRY CLUB LIKE OURS.”

————— **Tim Churchill**
CPGA head professional
West Haven Golf & Country Club
(London, Ontario, Canada)



3,000,000
Rounds booked
online

80,000
Golfers
registered

tee-on.com

Online tee-time booking network... bringing golfers and golf courses together





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Telephone Tag and Other Issues

It used to be when you called a golf course, you got to speak to a person after one or two rings. Today, golfers are more likely to hear a recorded message, followed by complex navigation instructions, such as “Press 1 for the pro shop.” Similarly, busy signals and “on hold” features discourage golfers instead of helping them to choose your facility. On the other hand, with our Internet-based system, golfers can book tee times in about 15 seconds. That’s less time than it takes for a telephone to ring twice.

The pro shop keeps full control of the tee-sheet, determining who can play the course and when. In fact, golfers never see the tee-sheet. When they request a tee time using the Tee-On system, they can choose from only the two closest times available. For example, if they want to play at about 8am, they could select either 7:56 or 8:04. (The club can set up any time interval it likes.)

You already know that your club handles hundreds of phone calls each week. What’s more, it’s difficult to properly serve the people in your pro shop when staff have to answer phone calls at the same time.

CONTINUED...

“I WOULD LIKE TO EMPHASIZE TO YOU THAT IF YOU CHOOSE TEE-ON GOLF SYSTEMS FOR YOUR ORGANIZATION, YOU WILL NOT BE DISAPPOINTED. THEIR PROFESSIONALISM AND APPROACH TO AN EXCITING PRODUCT WILL DO NOTHING BUT BENEFIT YOUR BUSINESS EFFORTS WITH EFFICIENCY AND EASE OF USE, WHILE ENHANCING YOUR BOTTOM LINE.”

— **Mike Garside**
Director of Operations
GolfNorth Properties
(Kitchener/Waterloo/Paris, Ontario, Canada)



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Online Advantages

There are dozens of benefits to online booking from the business side, such as comprehensive reports, tournament and league management, and tee-sheet control. Here are just a few reasons why golfers enjoy online booking:

- It's less distracting than listening to the background noise of a busy pro shop.
- It's less stressful since they can select their own tee time.
- They can request power carts. Not all pro shop staff ask about carts.
- The confirmation screen shows the date and time of the booking.

Participating Courses

Each year, Tee-On adds dozens of new courses to the network. While we attend the major golf trade shows to discuss our system, most of our new business comes from referrals, namely, one golf person to another. Our clients tell us they appreciate our willingness to work with them to achieve their specific goals. As a long-time club manager myself, I also know the importance of solid customer service. That's why you can expect support from us, 24 hours a day, seven days a week.

As I said, we're in the golf business, so we recognize most of the challenges you may be facing right now. Consider us a resource regarding computer technology, regardless of whether you ever become a client or not. We've helped more than 80 clubs grow their businesses with our technology. We have more than 80,000 golfers using our services to book tee times and track their handicaps.

Reduce Phone Calls:

A club with 300 members, each of whom books only 10 times per golf season, can reduce its phone volume by up to 3,000 phone calls per year.



IF YOU'D LIKE TO SEE HOW
ONLINE BOOKING AND OUR OTHER
GOLF SOFTWARE SOLUTIONS
MIGHT HELP YOUR BUSINESS,
CALL US TODAY!

TEE-ON GOLF SYSTEMS

Toll Free: 877.432.5448

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