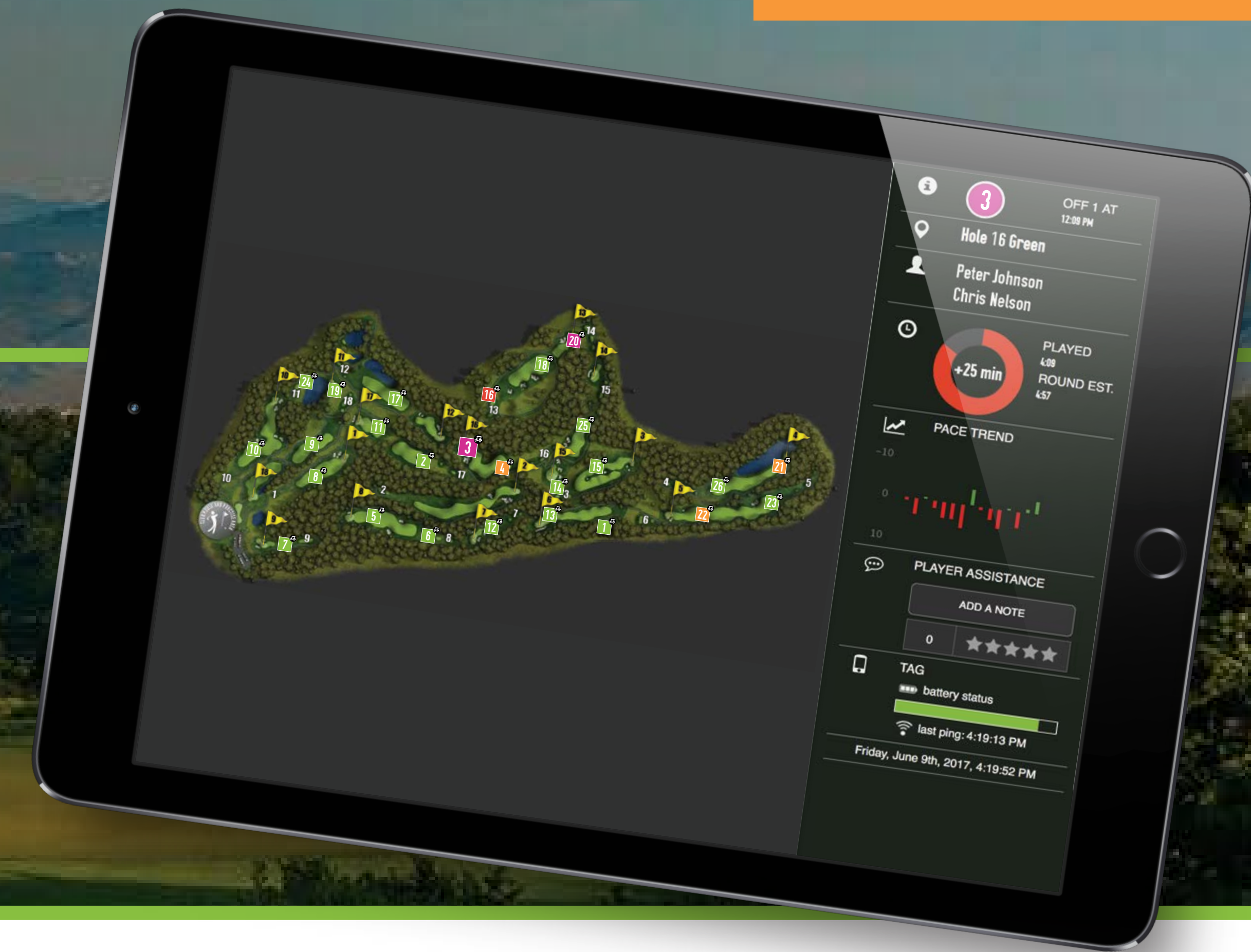


MOUNTAIN BRANCH GOLF CLUB

Average round time down to 03:53 with a 75% on pace success rate during peak season.



Course Name:
Mountain Branch Golf Club

Course Type:
Semi-Private, open to the public

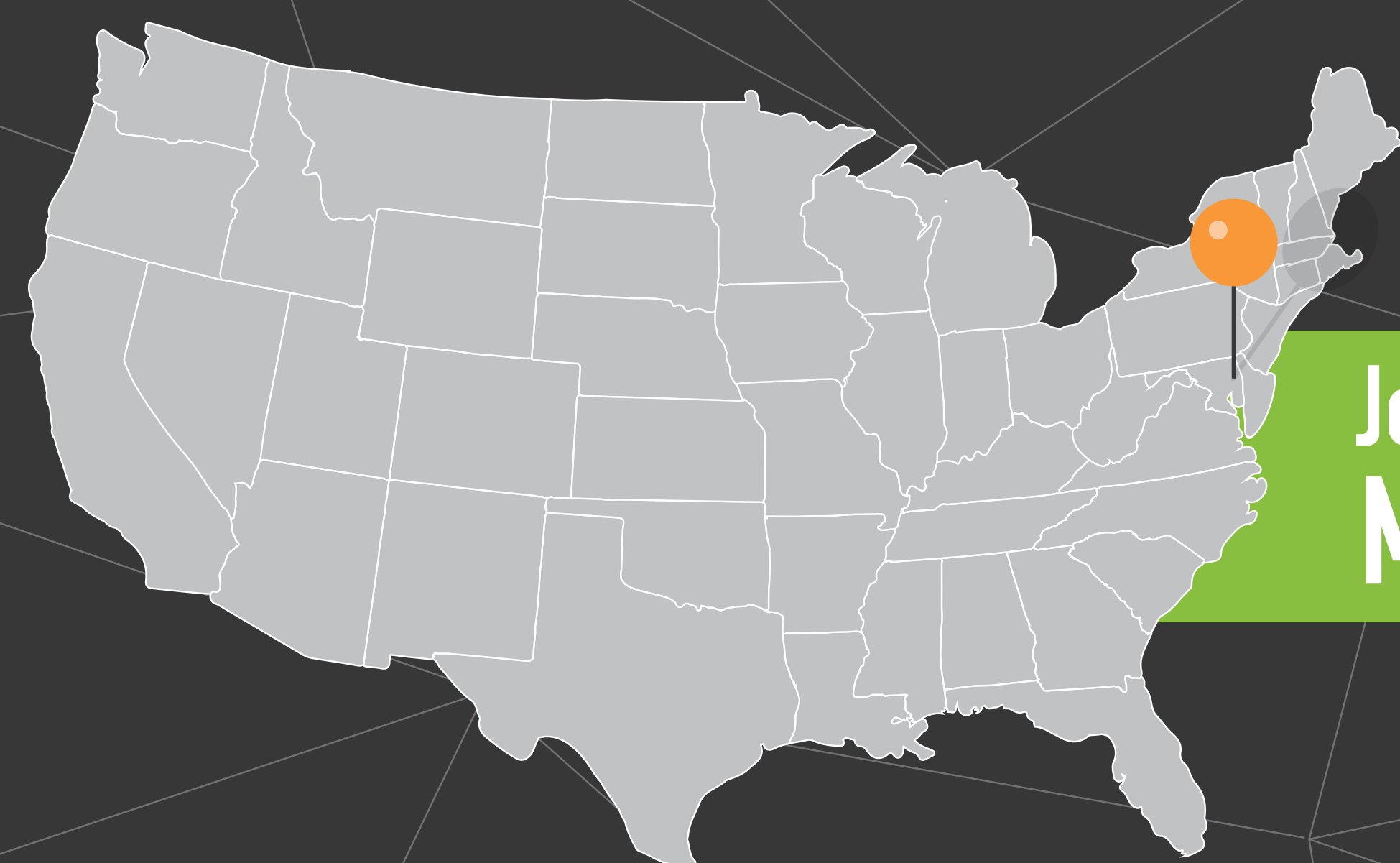
PGA Head Professional:
Matt Summers

Course Spec:
Par 72

Mobility:
Carts

Solution Implemented:
Tagmarshal Premium

On-course experience management:
Ad-hoc by staff



**Joppa
Maryland**

Snapshot:

Dubbed a “Must Play” by Washington Golf Monthly, Mountain Branch Golf Club boasts a fun, yet challenging course lay-out. Not only does the club offer fantastic course conditions and breathtaking views, Mountain Branch also provides award-winning entertainment and food choices at their popular Grille & Pub.

Mountain Branch adopted Tagmarshal’s golf course intelligence technology with a goal to help optimize golf operations, allowing the club to enjoy the benefits of loyal and repeat golfers, all while making it easier to manage daily operations and boosting the bottom line across the facility.



“Pace is the top priority every day at our club. Making sure our rounds get off to a good start from a pace of play point of view pretty much sets the tone for the rest of the day. Being a semi-private club, we are open to the public. We don’t know what kind of golfer is going to walk through the door each day, making it important to pay attention from the start.”



Matt Summers
PGA Head Professional | Mountain Branch Golf Club

Objectives:



Exceptional member and guest experience:
Get loyalty and turn customers into repeat customers.



Operational oversight:
Operational inefficiencies cause a waste of resources and lost revenue. Thus, our objective is to empower our team with the right tools to manage operations in real-time to achieve maximum results.



Managing “perception” vs. “reality”:
The goal is to eliminate critical operational decisions based on assumptions and uninformed guesswork, using accurate and objective data.



Reduce staff requirements:
Empower staff to set the pace and seamlessly manage expectations.



Challenges:

Improving the pace of play and adding capacity during peak season:
We realized that ineffective pace of play and flow management can ruin the golfer's enjoyment, resulting in the club losing revenue and being unable to add additional capacity during peak season.

Inconsistent on-course experiences affecting F&B bottom line:
Our goal is for members and guests to leave the course happy, and as a result this will see an increase in spending with regards food and beverage, as well as the on-site pro shop.

Reputational risk:
We don't know what kind of golfer is going to walk through the door each day, making it important to pay attention to each golfer the second he or she walks into our facility.

Limited data and tools to track performance:
The staff didn't have the tools needed to frame conversations with members.

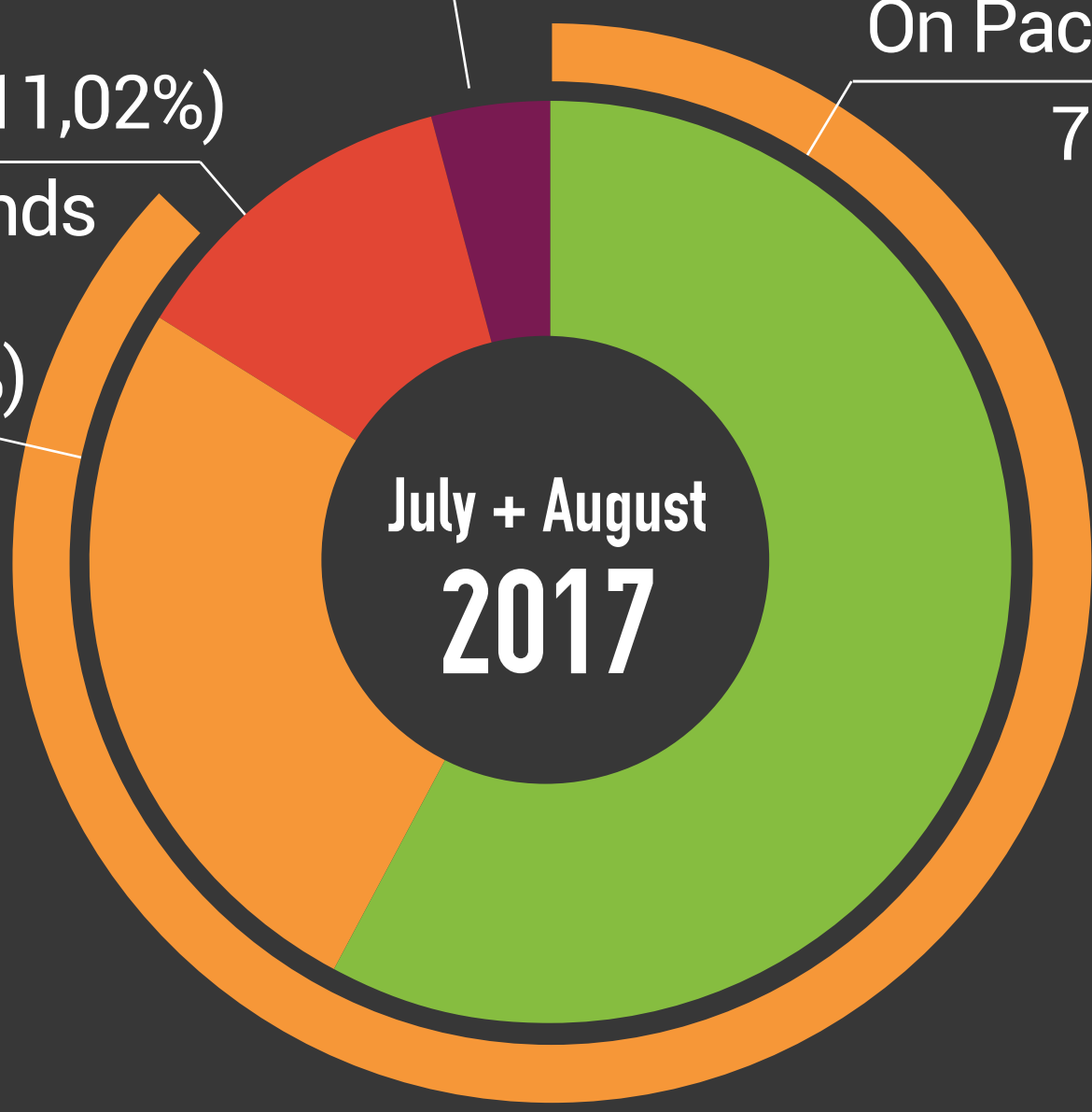
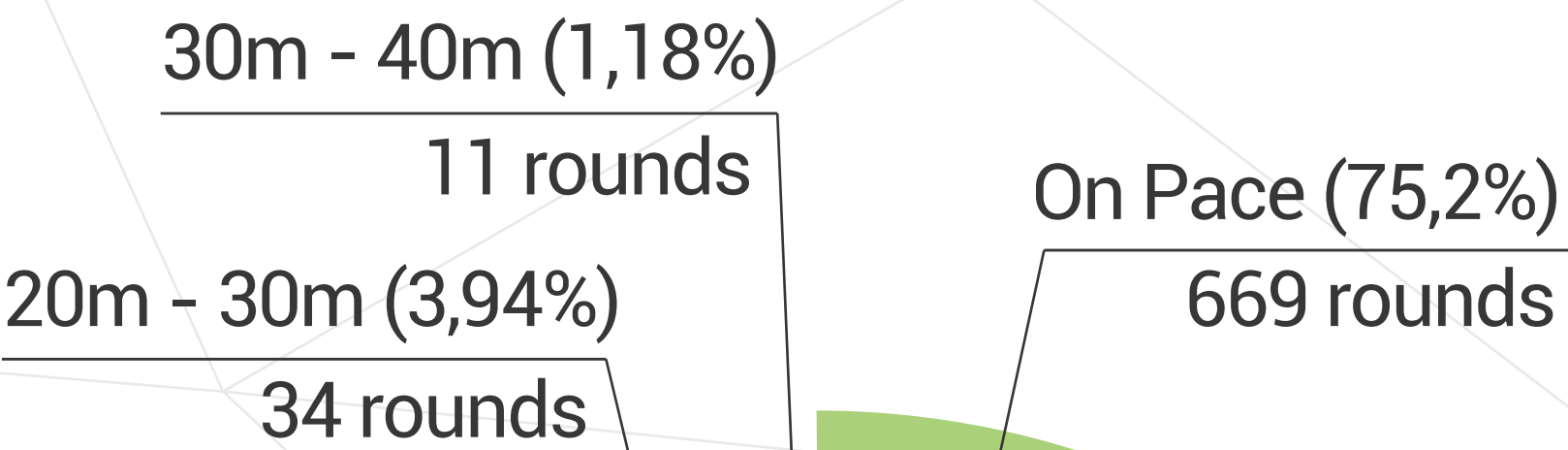
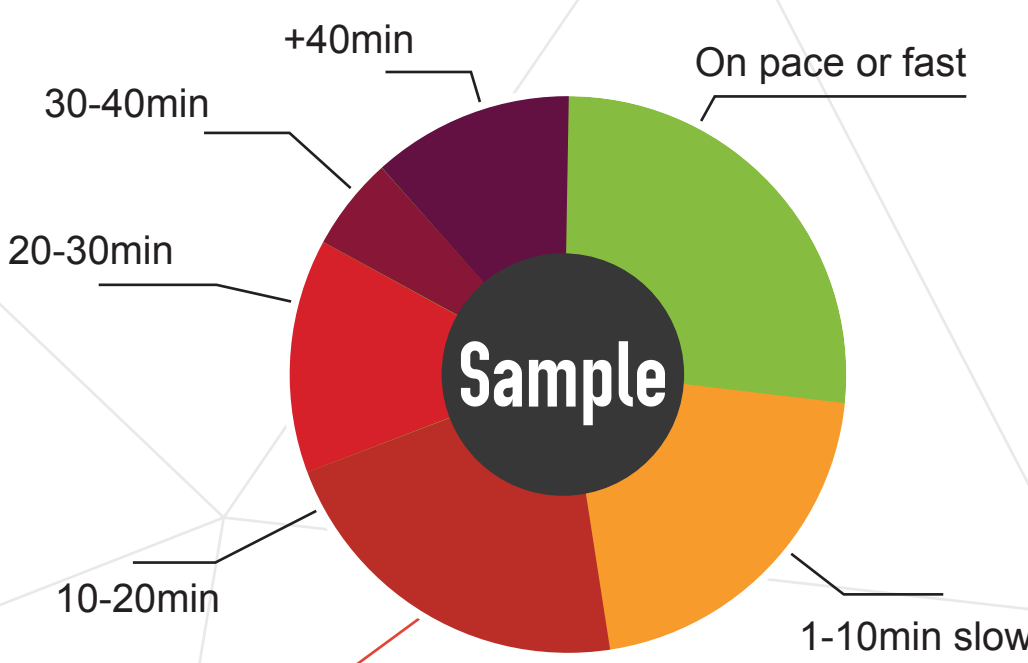
Data trends insight: Without effective management peak day / peak season volumes often result in negative course flow, with many groups over goal time while wait times and bottle necks reduce player enjoyment.

What we wanted:

We wanted to see a continuous improvement in the pace of play and field-flow management in line with maintaining a tradition of creating a conducive environment for happy golfers.

“Creating an environment where customers know they can come and play in a reasonable amount of time is very important to us. This keeps members and visitors happy and it helps create a reputation of a place that does care and wants everyone’s day to be more enjoyable. Happy golfers make for happy interaction with our staff and throughout our entire facility, prompting repeat visits and or spending money in other areas of our facility.”

Matt Summers
PGA Head Professional | Mountain Branch Golf Club



Results:

- Improved pace of play and field flow during peak season:**
 - **Round times:** round times decreased from 04:08:55 to 03:53:07, improving the average round time by almost 16 minutes
 - **Data reveals that Sunday is the busiest day of the week:** Mountain Branch has managed to optimize the field
- Operational oversight:**
Staff can now successfully provide players with accurate objective support, achieved with fewer staff.
- Member satisfaction and repeat customers:**
A well-managed field flow for an exceptional golfer experience, prompting loyalty and repeat visits.
- Increased bottom line at F&B:**
Additional capacity and well-managed field flow allows for more time spent on food and beverages after a good day out, improving the ROI.



Baseline Data Findings: 30-days: July - August 2017

Average round time: 04:08:55
On pace: 58%

Three months into main season: 30-days: July - August 2018

Average round time: 03:53:07
On pace: 75% with a further 19% of play within 10 mins of goal time