

Gillingham Golf Club

Member Survey

Date range: 01 Jan - 10 Aug 2023

Benchmark: National Benchmark

Filters applied: None

Report date: 10 Aug 2023



About the presentation

This report offers a comprehensive overview of the survey data collected, presenting key trends and observations for your convenience.

Our intention is for this report to serve as a valuable resource when reporting these findings to your members, board, and employees. It provides a solid foundation to communicate the survey results effectively and facilitate informed decision-making.

We encourage you to utilize this export as a source of inspiration and tailor it according to your specific needs and preferences. Customize the content, add relevant insights, and incorporate your organization's branding to create a compelling and impactful presentation.

Survey engagement

An overview of the response rates, invitations, and responses received for your survey. These metrics are essential for understanding the engagement and participation levels of your target audience.

1,049

Survey invitations

The number of people who have been invited to participate

404

Responses

The total number of respondents who have answered the survey

39%

Response Rate

The percentage of respondents who have given feedback.

1

Shareable Link

The number of respondents who have answered with a shareable link

Reading the results

In the following slides we will provide guidance on how to read the various results.



Terminology

This slide will explain some of the common terminology used in the presentation

Service area

A service area refers to a grouping of questions that are related to a specific aspect of the service you provide to your customers.

Scores

We recalculate the ratings (from 1-10) on questions in the survey to scores between 0 and 100 points. This is to make it easier to read and compare results.

Touchpoint

A touchpoint refers to any interaction or point of contact between the survey participant and the organization conducting the survey.

Priority map

A priority map, also known as a prioritization matrix, is a visual tool that helps determine the importance of different questions. By visually mapping priorities, it guides decision-making and resource allocation towards high-value, low-effort tasks or items.

Priority Map

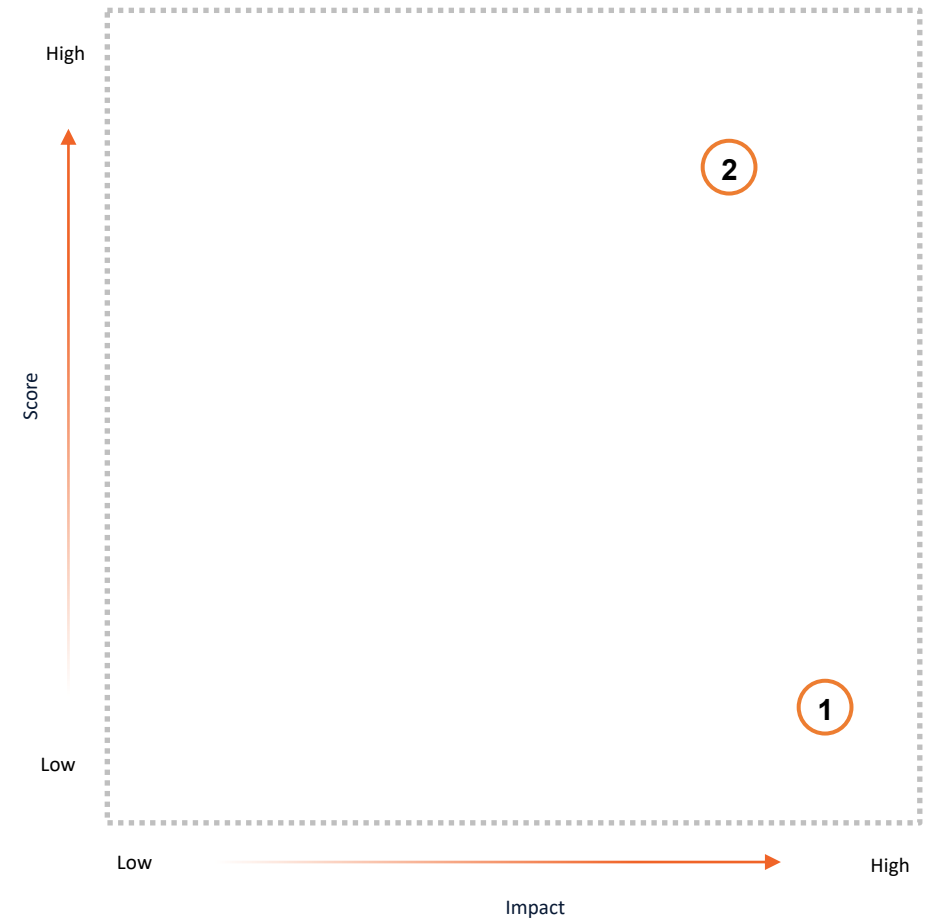
A priority map is a strategic tool used to prioritize improvements in the services and facilities offered by the club.

A priority map has two axes: Impact and score.

- Impact refers to how impactful it is on your customers
- The score refers to how well the club is currently performing

Example:

1. Has a high impact on your members and you are currently scoring low. This should be a high priority area for you.
2. Has a high impact and a high score. This should be of a lower priority for you.



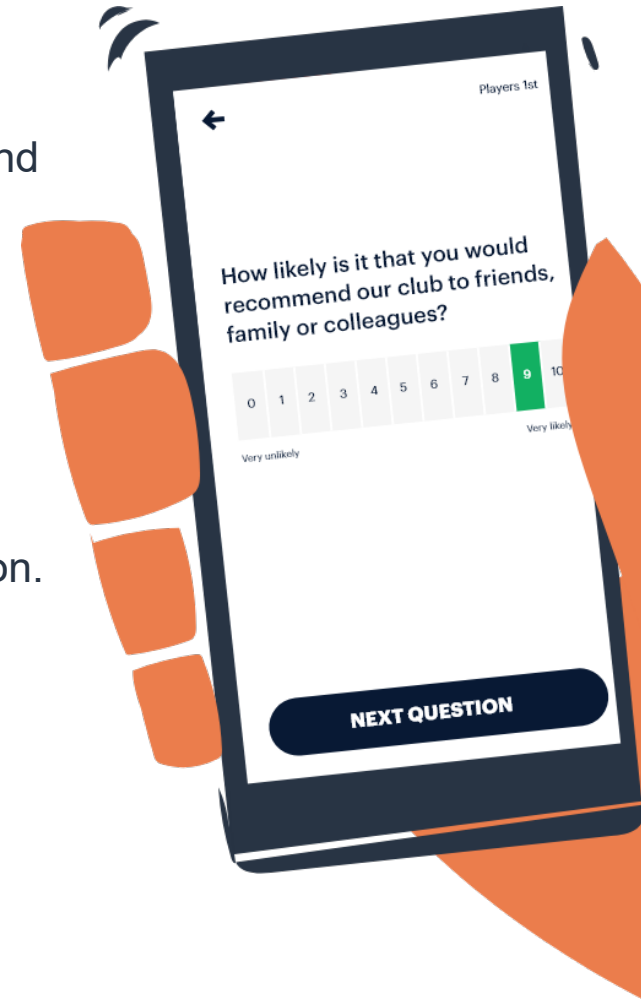
What is the Net Promoter Score?

The Net Promoter Score (NPS) is a widely used metric that measures customer loyalty and satisfaction.

The NPS is based on a single question: "On a scale of 0 to 10, how likely are you to recommend [Company/Product/Service] to a friend or colleague?"

Respondents are categorized into three groups based on their rating:

- **Promoters** (score 9-10): Loyal enthusiasts who will recommend you to others
- **Passives** (score 7-8): Satisfied but unenthusiastic customers, vulnerable to competition.
- **Detractors** (score 0-6): Unhappy customers who can damage the brand and hinder growth through negative word-of-mouth.



How is the NPS Calculated?

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters among our respondents.

NPS formula:

$NPS = \% \text{ Promoters} - \% \text{ Detractors}$

Example:

$65 = 72\% - 7\%$

Passives count towards the total number of respondents, decreasing the percentages of both Detractors and Promoters and pushing the overall score towards 0.

We have a more in-depth article about the [Net Promoter Score](#)



Net Promoter Score

An overview of the Net Promoter Score and development over time.



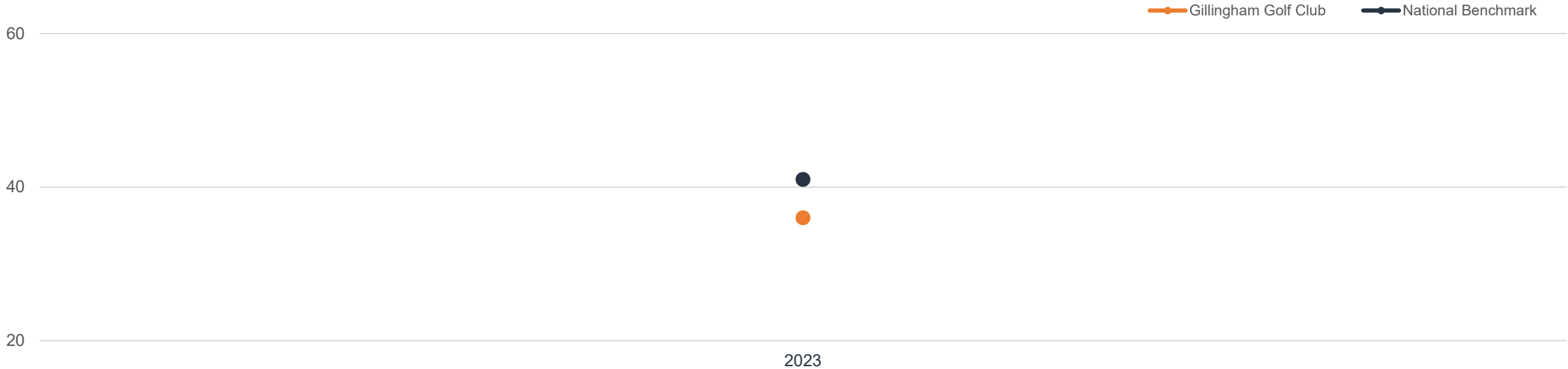
Net Promoter Score

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

Development of the NPS over time



Year	NPS	National Benchmark	Promoters	Passive	Detractors
2023	36	41	48%	41%	11%

Service Areas

An overview of all the service areas in your survey.



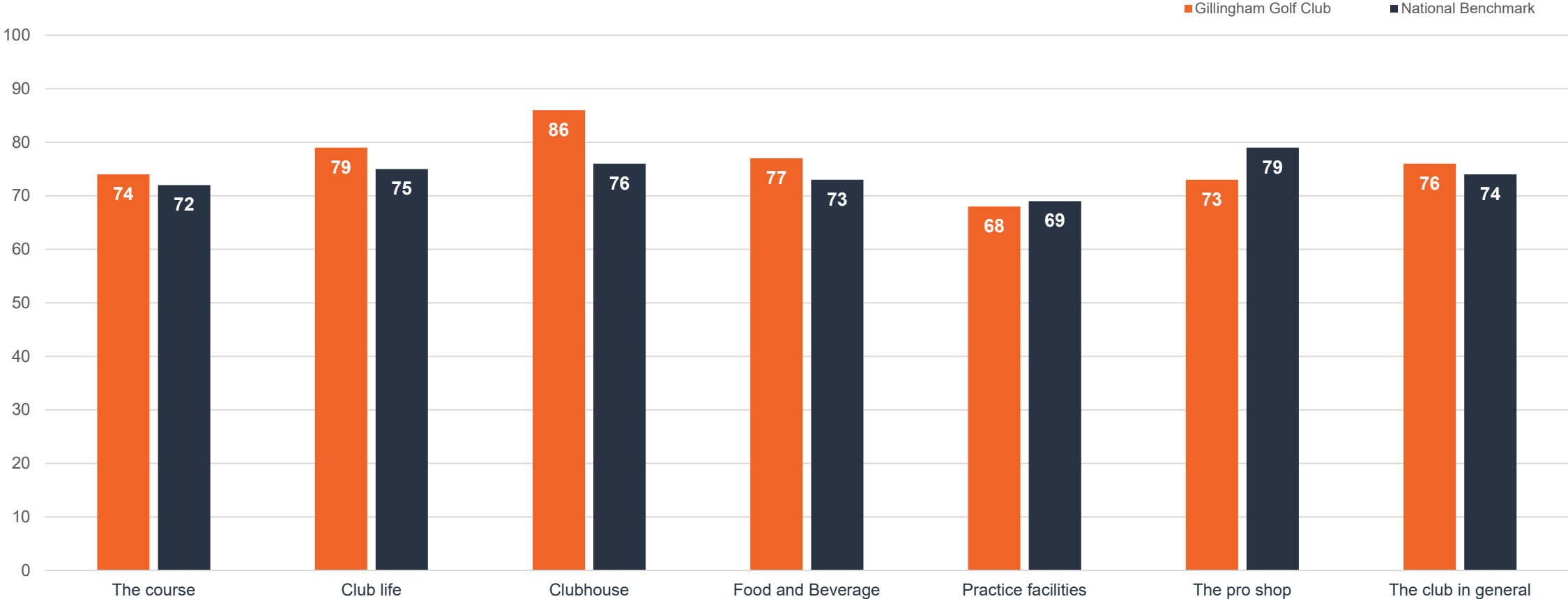
Service areas

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

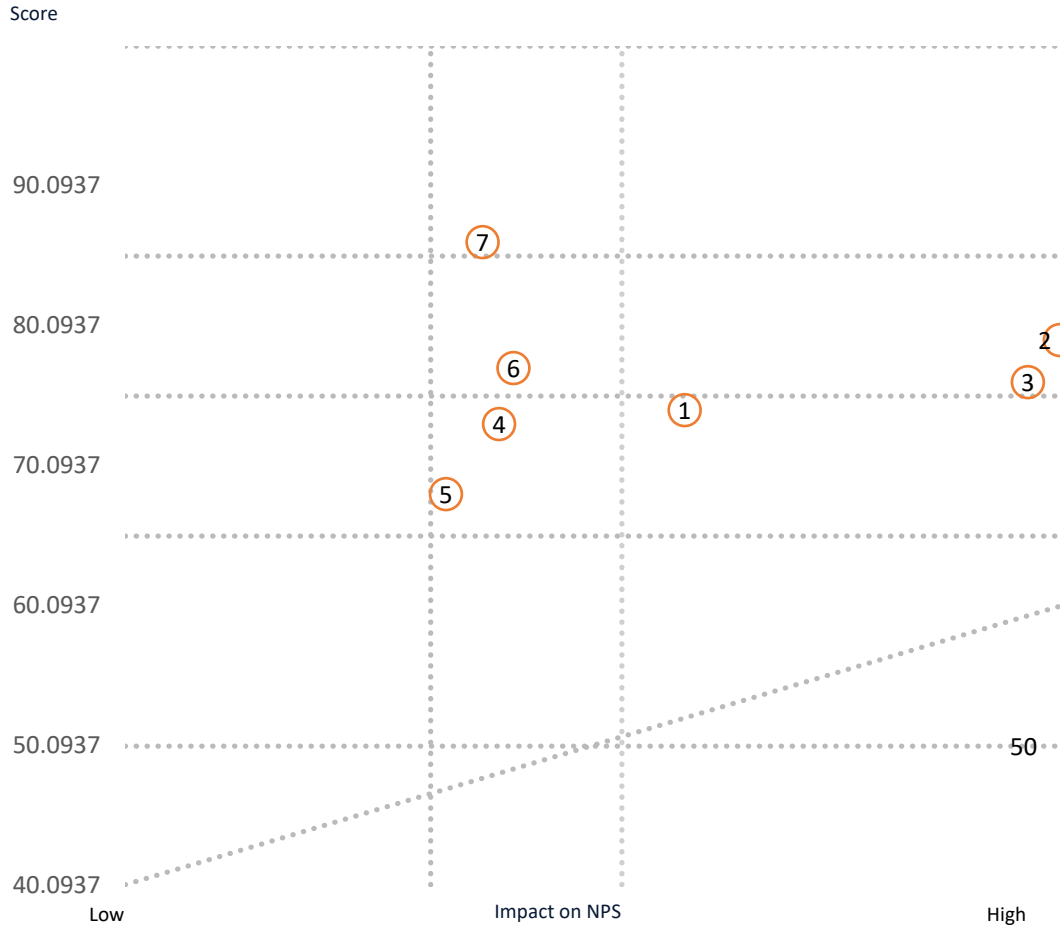
Filters applied: None

All service areas in your club



Service area priority map

#	Service Area
1	The course
2	Club life
3	The club in general
4	The pro shop
5	Practice facilities
6	Food and Beverage
7	Clubhouse



Recommendation and Loyalty

An overview of all questions in the service area "Recommendation and Loyalty".



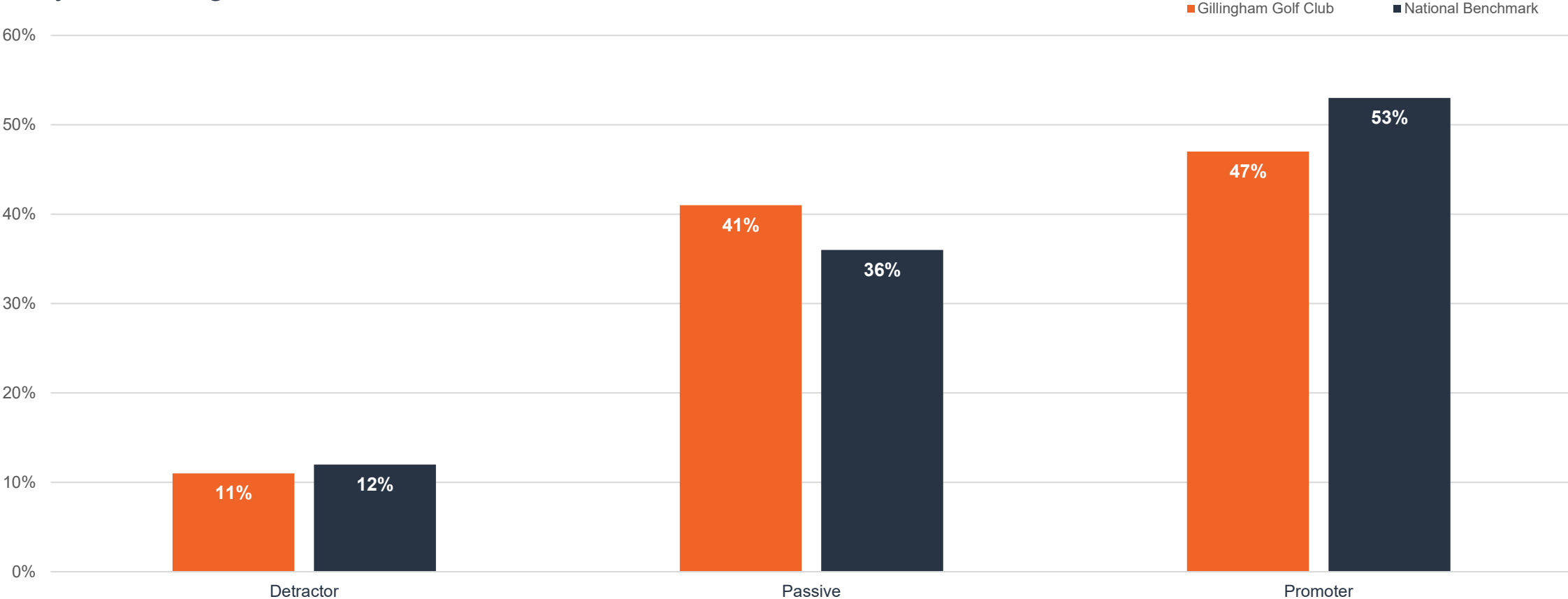
Recommendation and Loyalty

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

How likely is it that you would recommend Gillingham Golf Club to friends, family or colleagues?



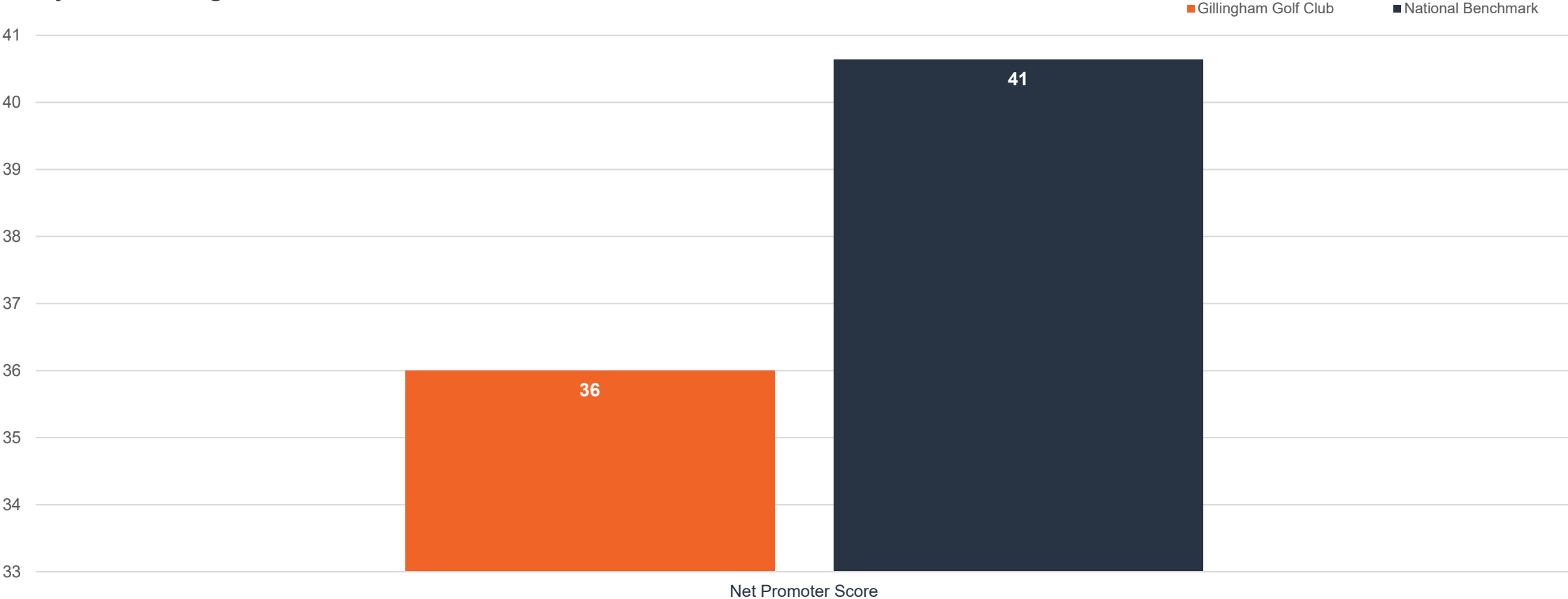
Recommendation and Loyalty

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Filters applied: None

How likely is it that you would recommend Gillingham Golf Club to friends, family or colleagues?



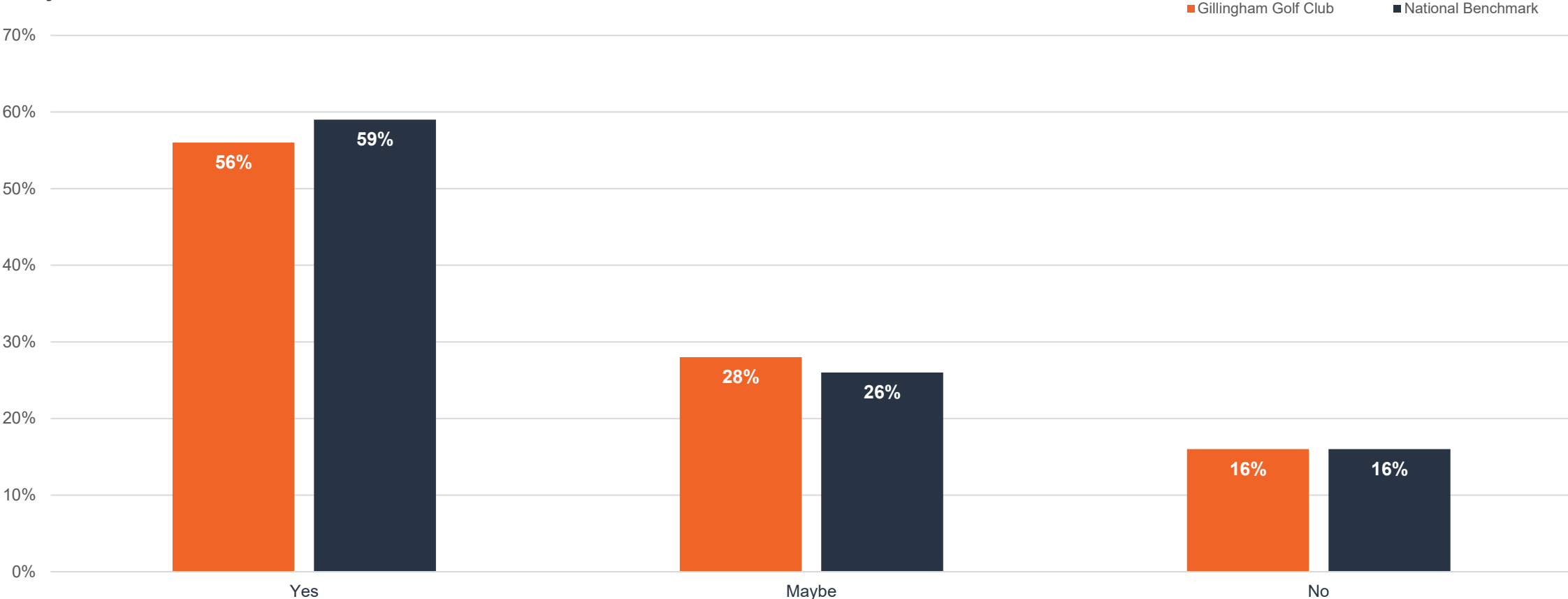
Recommendation and Loyalty

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

How likely is it that you will still be a member of Gillingham Golf Club in two years?



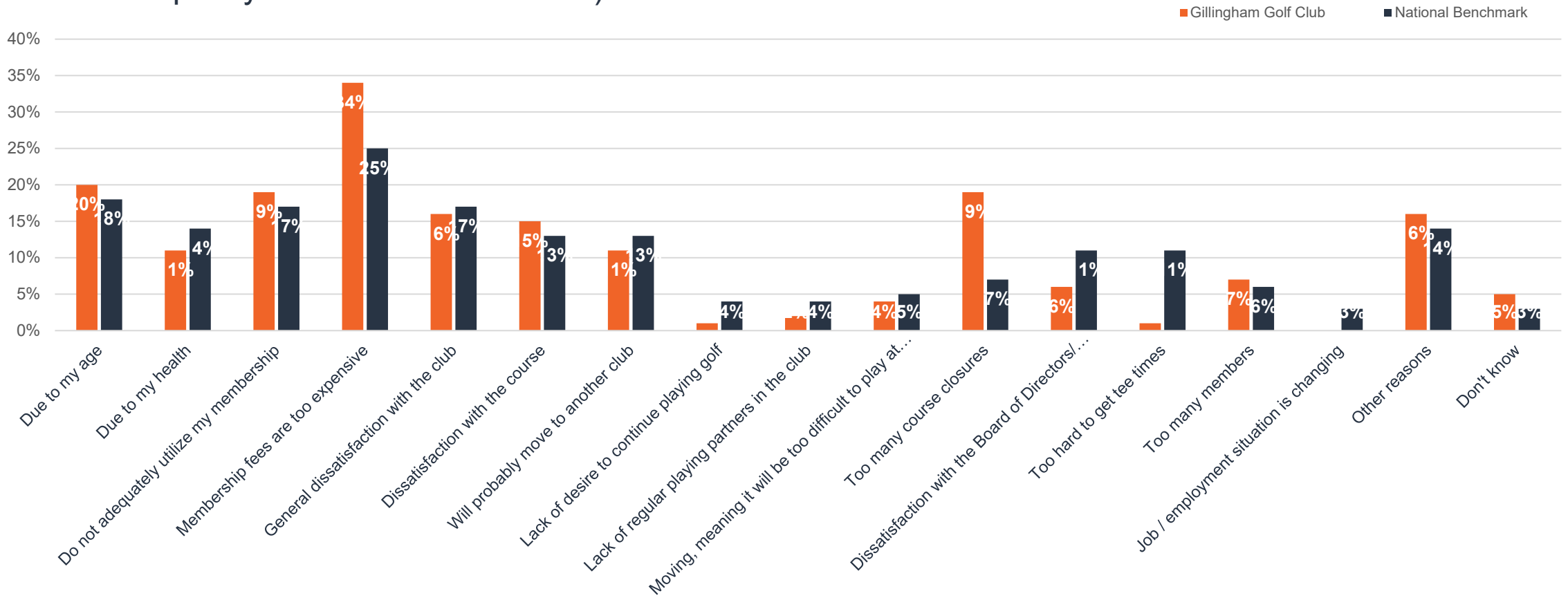
Recommendation and Loyalty

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

What is the reason you do not expect to be a member in two years? (It is possible to specify more than one reason).



The course

An overview of all questions in the service area “The course”.



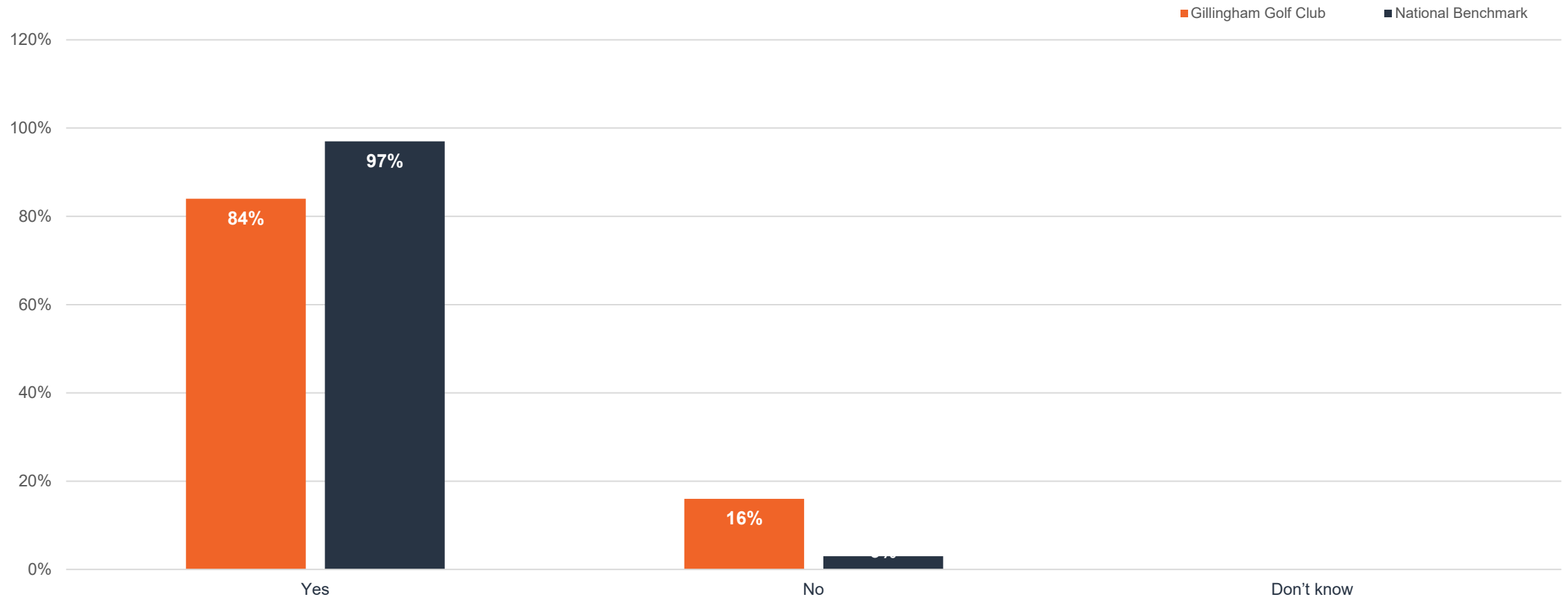
The course

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

Have you played golf at Gillingham Golf Club within the last 12 months?



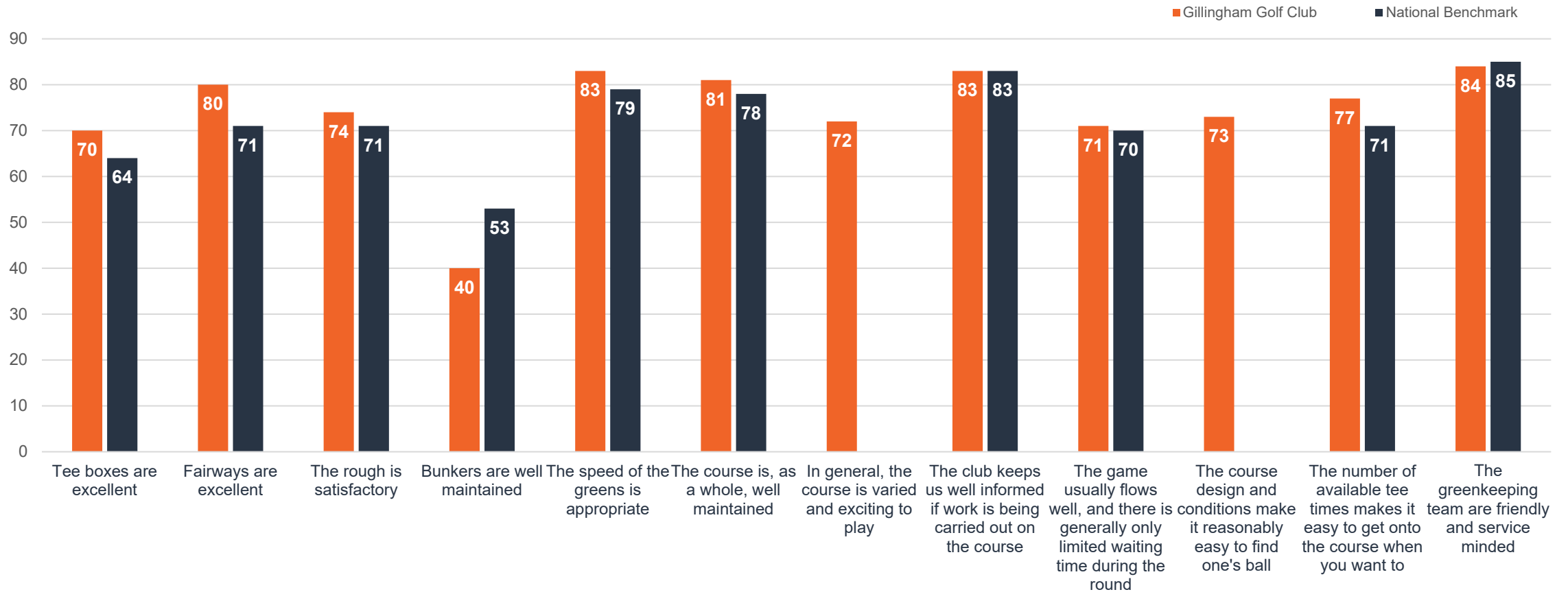
The course

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

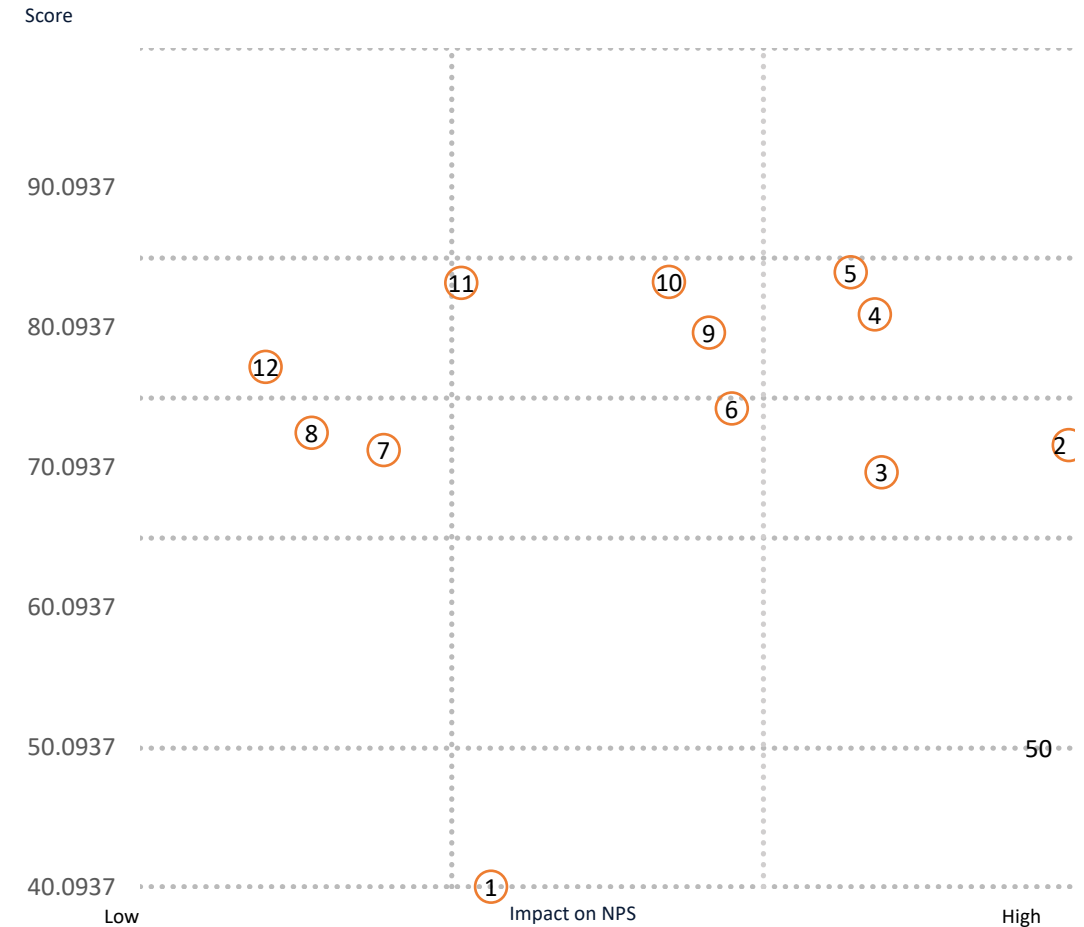
Filters applied: None

Touchpoints in the service area



The course

#	Touchpoint
1	Bunkers are well maintained
2	In general, the course is varied and exciting to play
3	Tee boxes are excellent
4	The course is, as a whole, well maintained
5	The greenkeeping team are friendly and service minded
6	The rough is satisfactory
7	The game usually flows well, and there is generally only limited waiting time during the round
8	The course design and conditions make it reasonably easy to find one's ball
9	Fairways are excellent
10	The club keeps us well informed if work is being carried out on the course
11	The speed of the greens is appropriate
12	The number of available tee times makes it easy to get onto the course when you want to



Club life

An overview of all questions in the service area “Club life”.



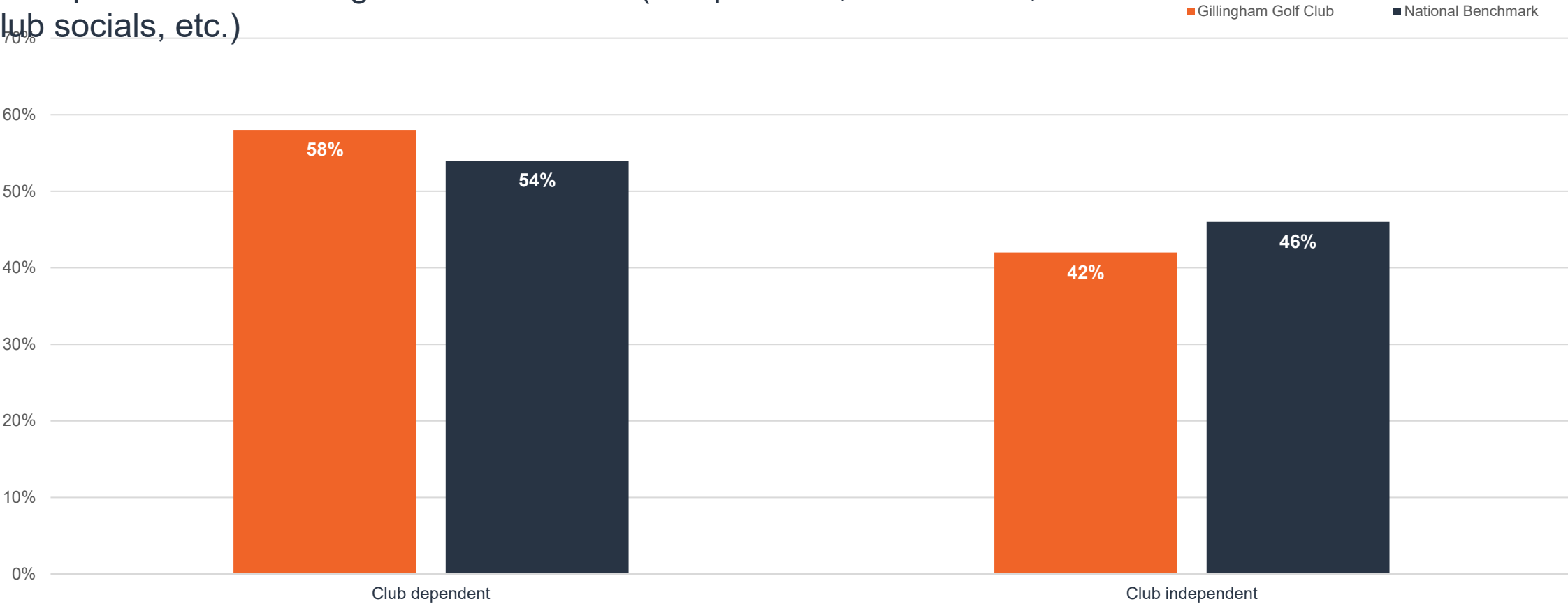
Club life

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

The club is important to me, and when I have the opportunity I like to participate in activities organised in the club (competitions, committees, club socials, etc.)



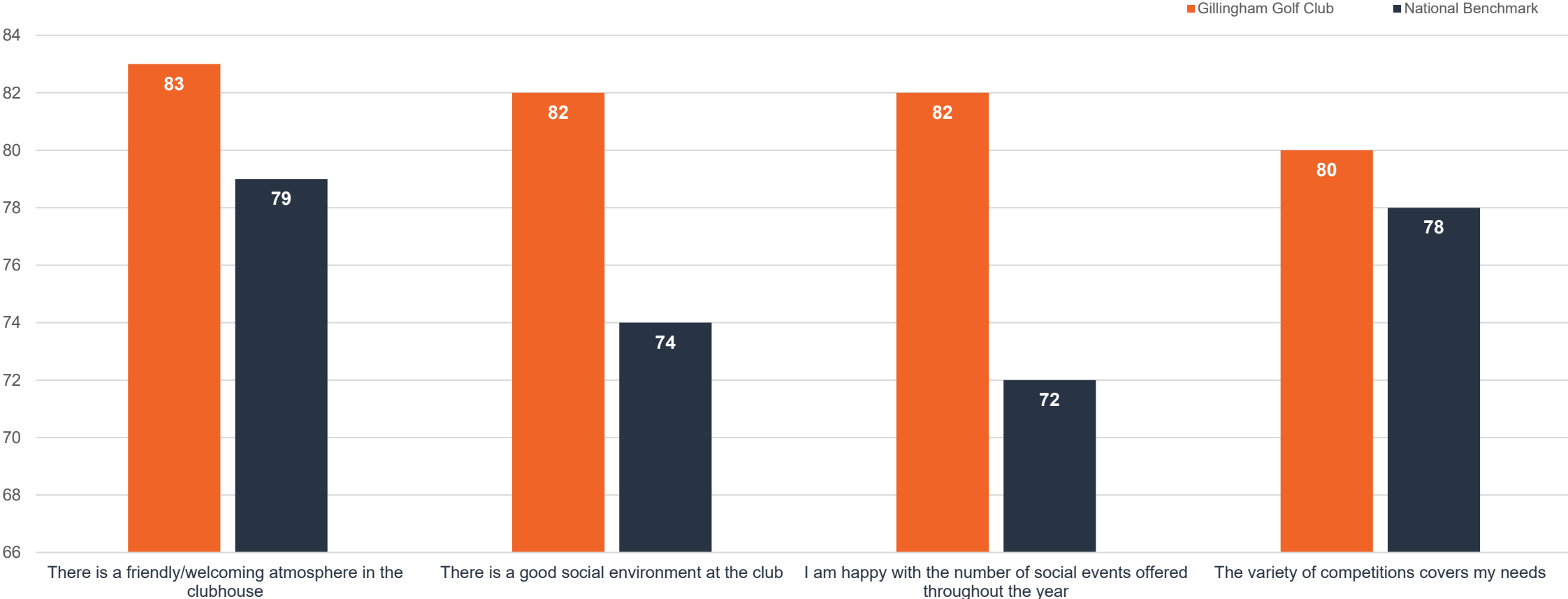
Club life

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

Touchpoints in the service area



Club life

#	Touchpoint
1	The club is important to me, and when I have the opportunity I like to participate in activities organised in the club (competitions, committees, club socials, etc.)
2	There is a good social environment at the club
3	There is a friendly/welcoming atmosphere in the clubhouse
4	I am happy with the number of social events offered throughout the year
5	The variety of competitions covers my needs



Club life

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What kind of events or activities would you recommend us to add to the member event calendar?

“Very happy with what is provided.”

“I am as of the present events calendar.”

“I’m a retired member therefore this really doesn’t apply but the restaurant service needs attention”

You can view all 174 comments on app.players1st.sport

Clubhouse

An overview of all questions in the service area “Clubhouse”.



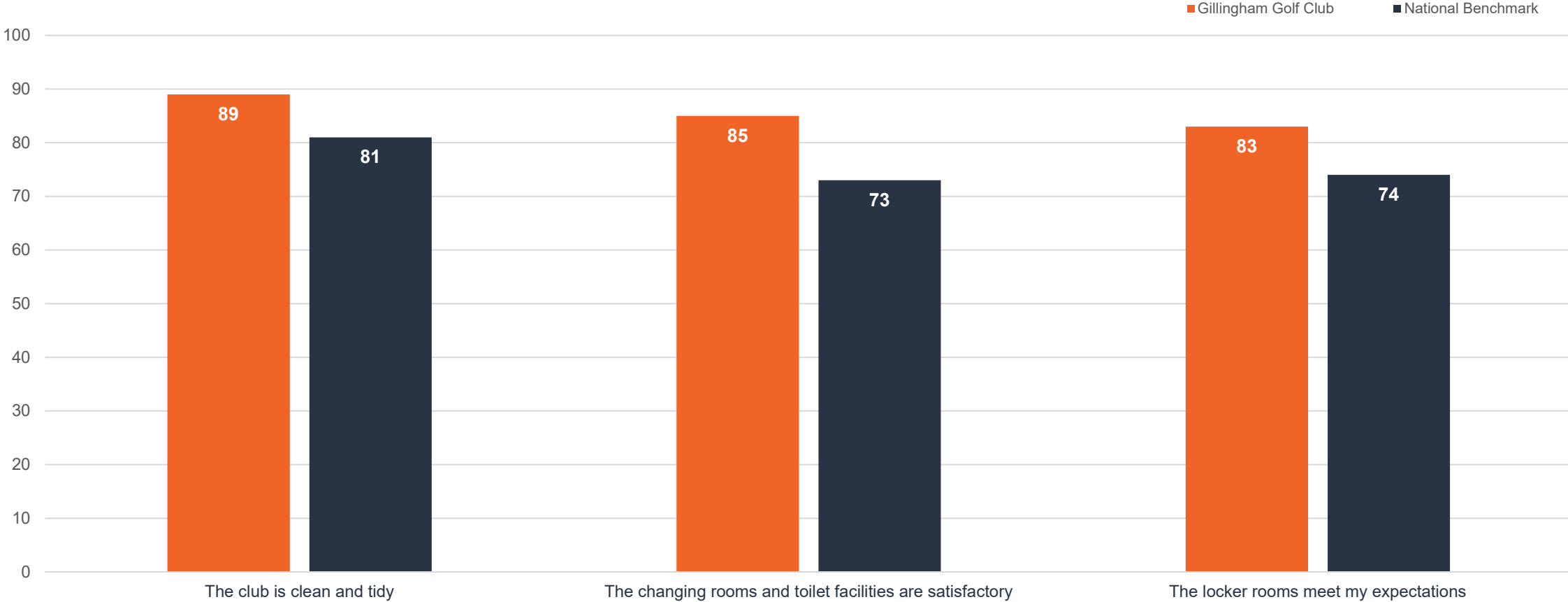
Clubhouse

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

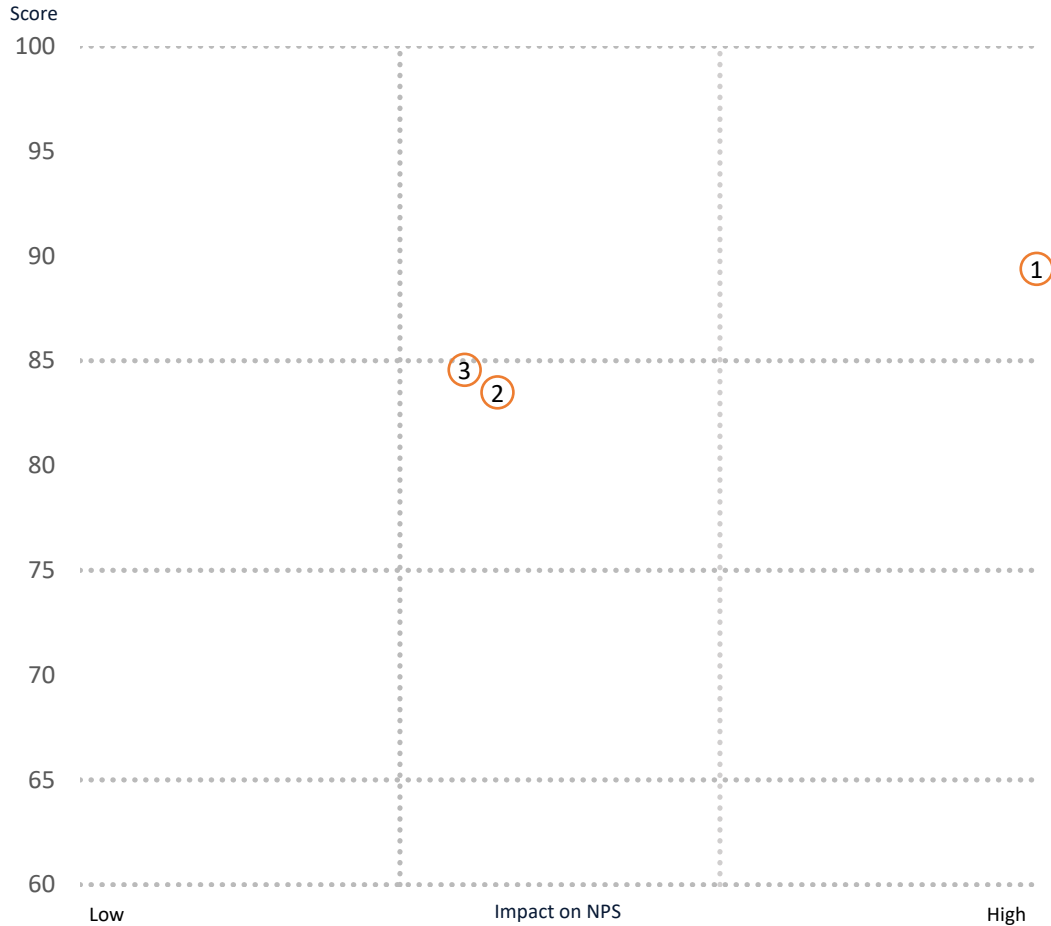
Filters applied: None

Touchpoints in the service area



Clubhouse

#	Touchpoint
1	The club is clean and tidy
2	The locker rooms meet my expectations
3	The changing rooms and toilet facilities are satisfactory



Food and Beverage

An overview of all questions in the service area “Food and Beverage”.



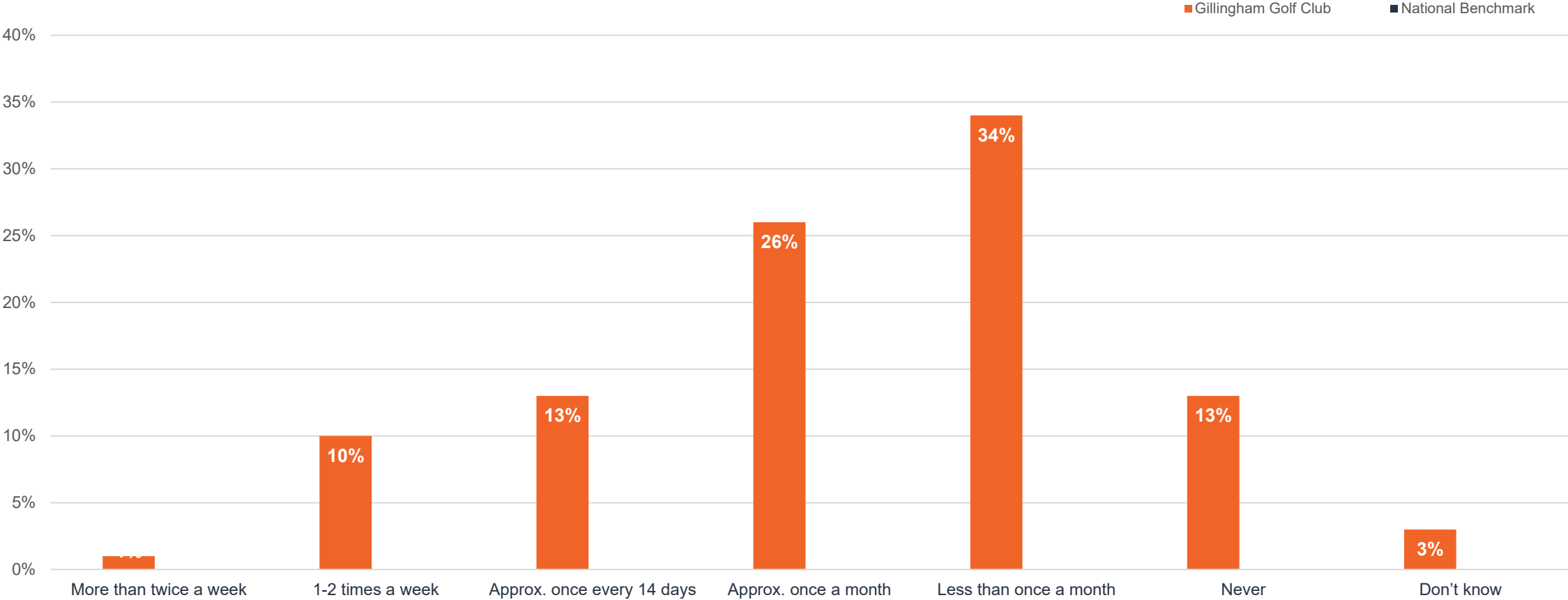
Food and Beverage

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

During a calendar year, how often do you eat at Gillingham Golf Club?



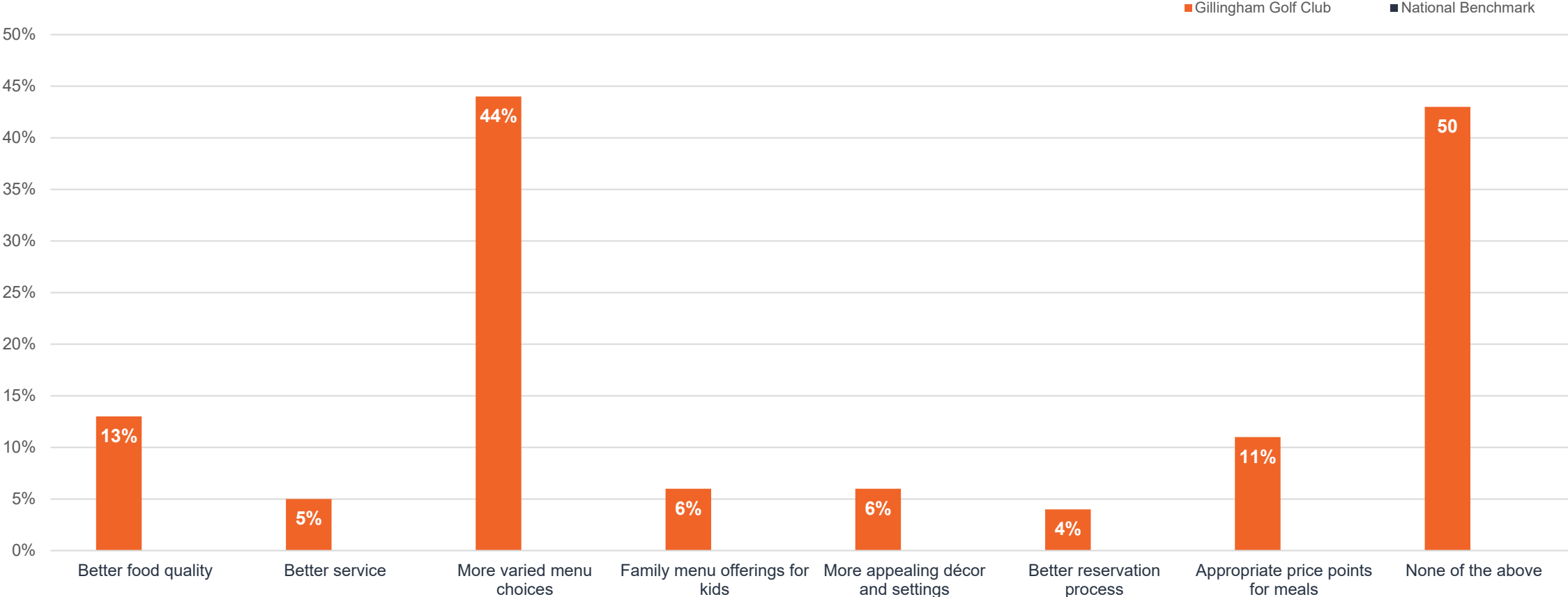
Food and Beverage

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

What would encourage you to eat at the club more often? Please note that it is possible to pick more than one box.



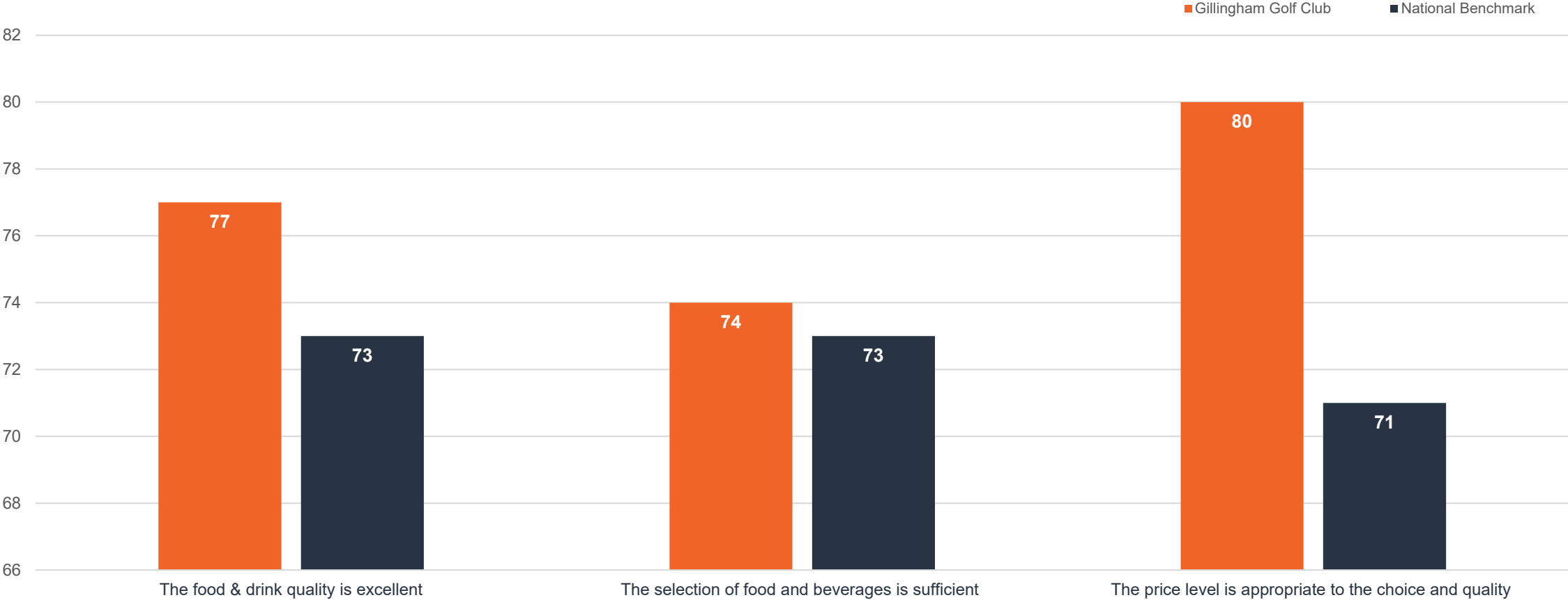
Food and Beverage

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Touchpoints in the service area



Food and Beverage

#	Touchpoint
1	The price level is appropriate to the choice and quality
2	The food & drink quality is excellent
3	The selection of food and beverages is sufficient



Practice facilities

An overview of all questions in the service area “Practice facilities”.



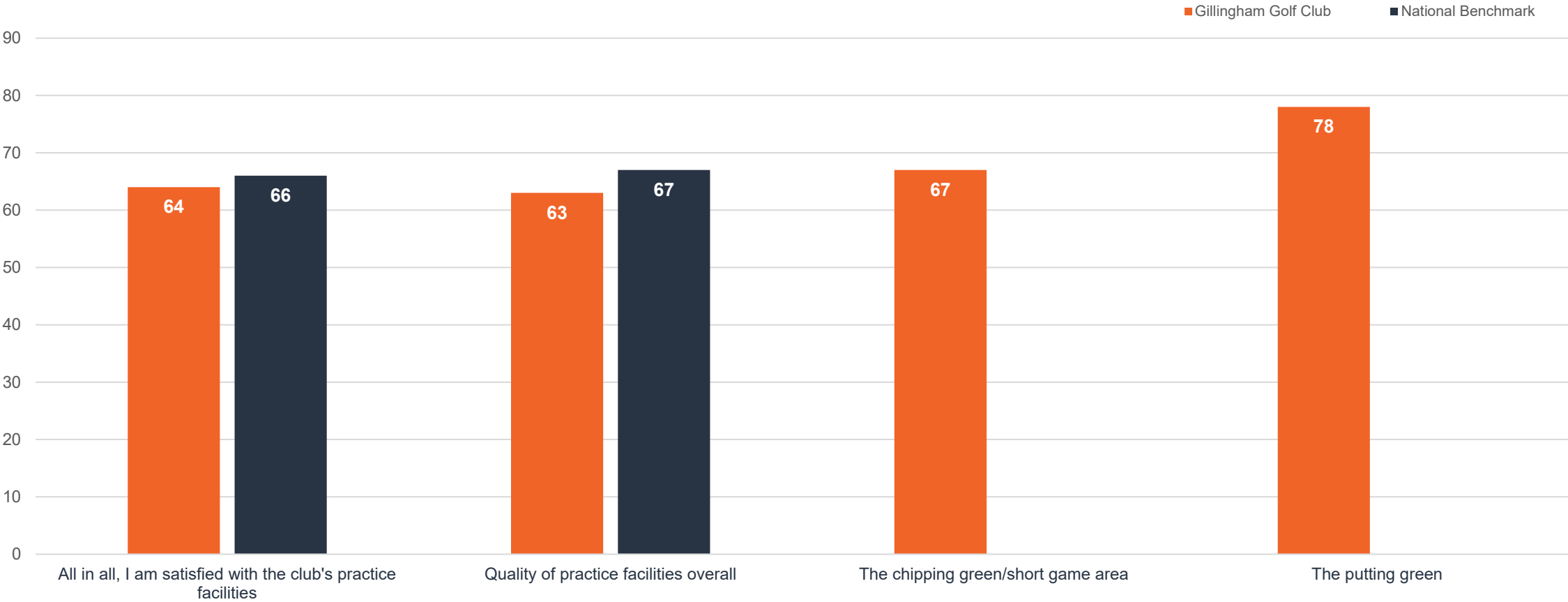
Practice facilities

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

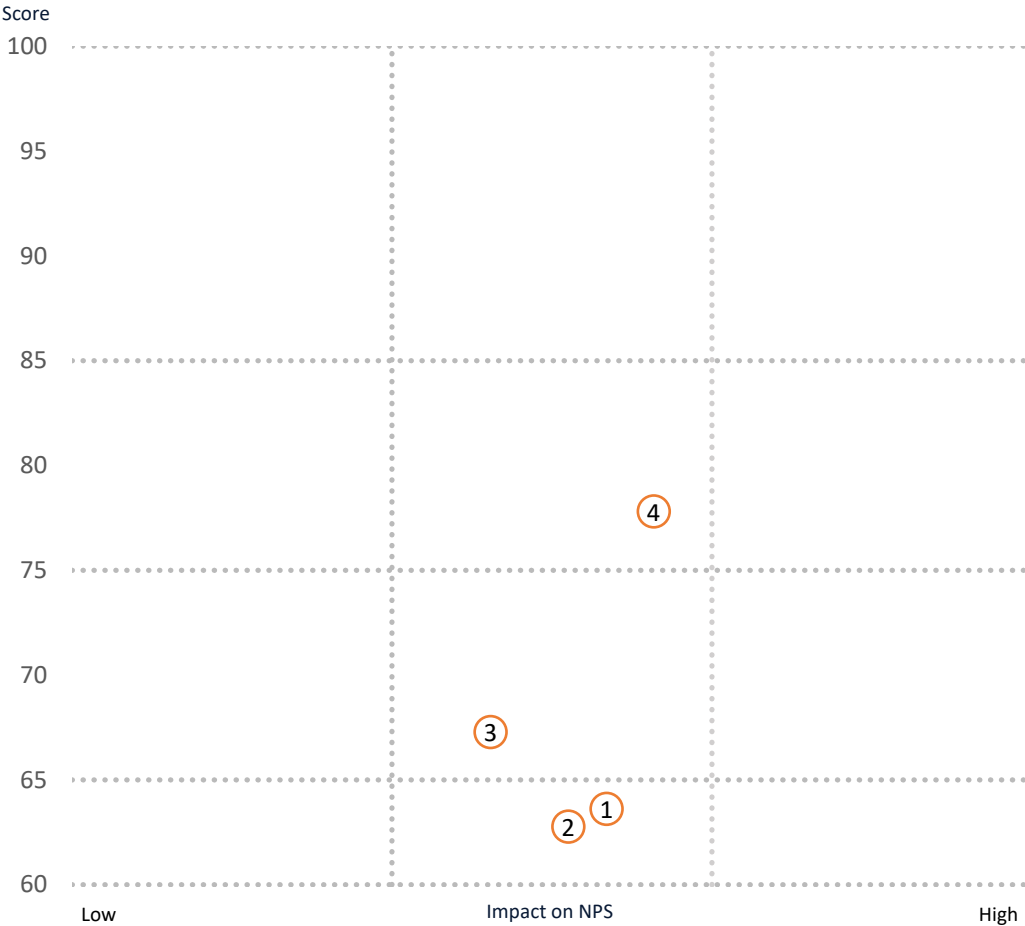
Filters applied: None

Touchpoints in the service area



Practice facilities

#	Touchpoint
1	All in all, I am satisfied with the club's practice facilities
2	Quality of practice facilities overall
3	The chipping green/short game area
4	The putting green



The pro shop

An overview of all questions in the service area “The pro shop”.



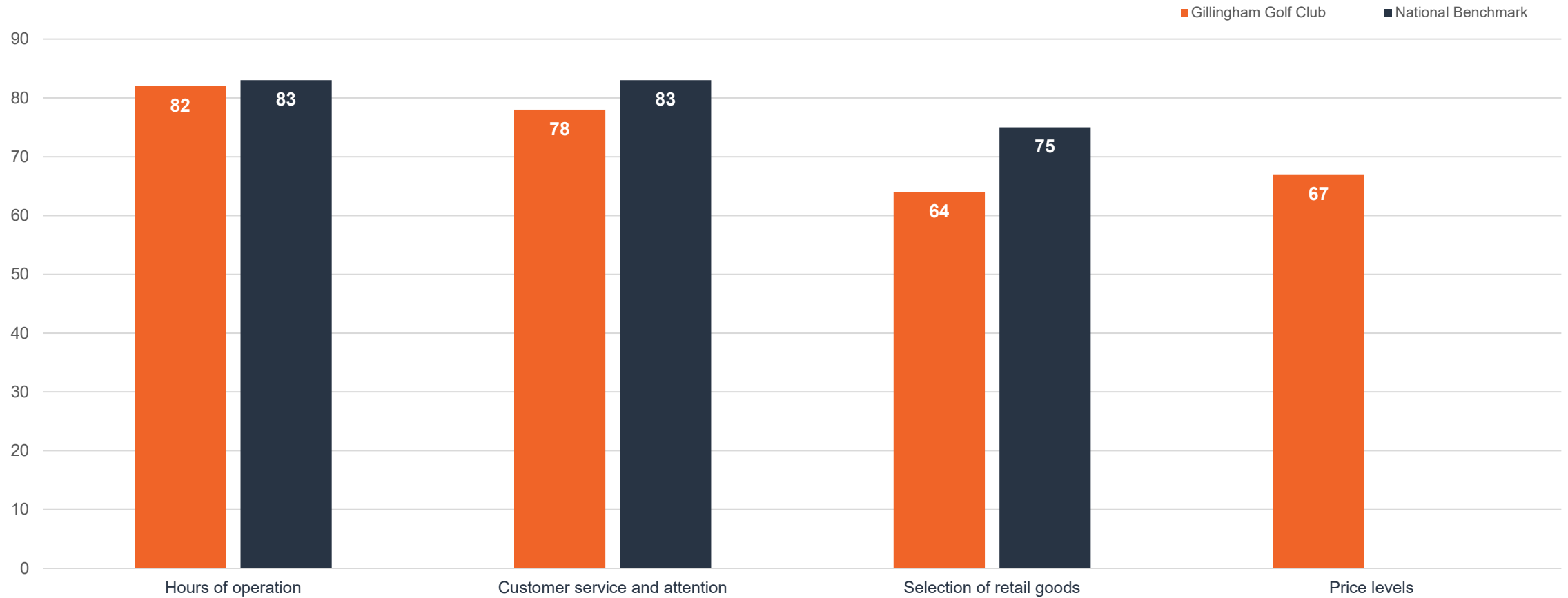
The pro shop

Touchpoints in the service area

Date range: 01 Jan - 10 Aug 2023

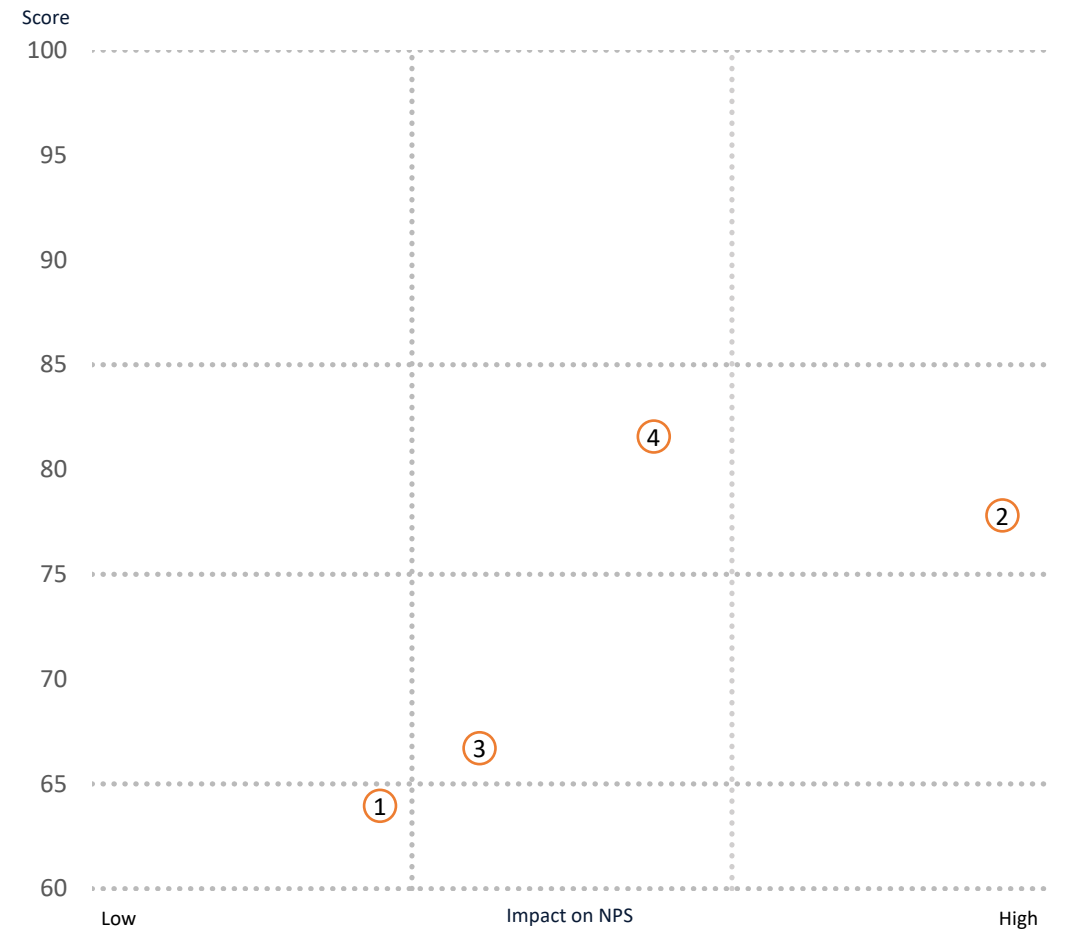
Report date: 10 Aug 2023

Filters applied: None



The pro shop

#	Touchpoint
1	Selection of retail goods
2	Customer service and attention
3	Price levels
4	Hours of operation



Lessons

An overview of all questions in the service area “Lessons”.



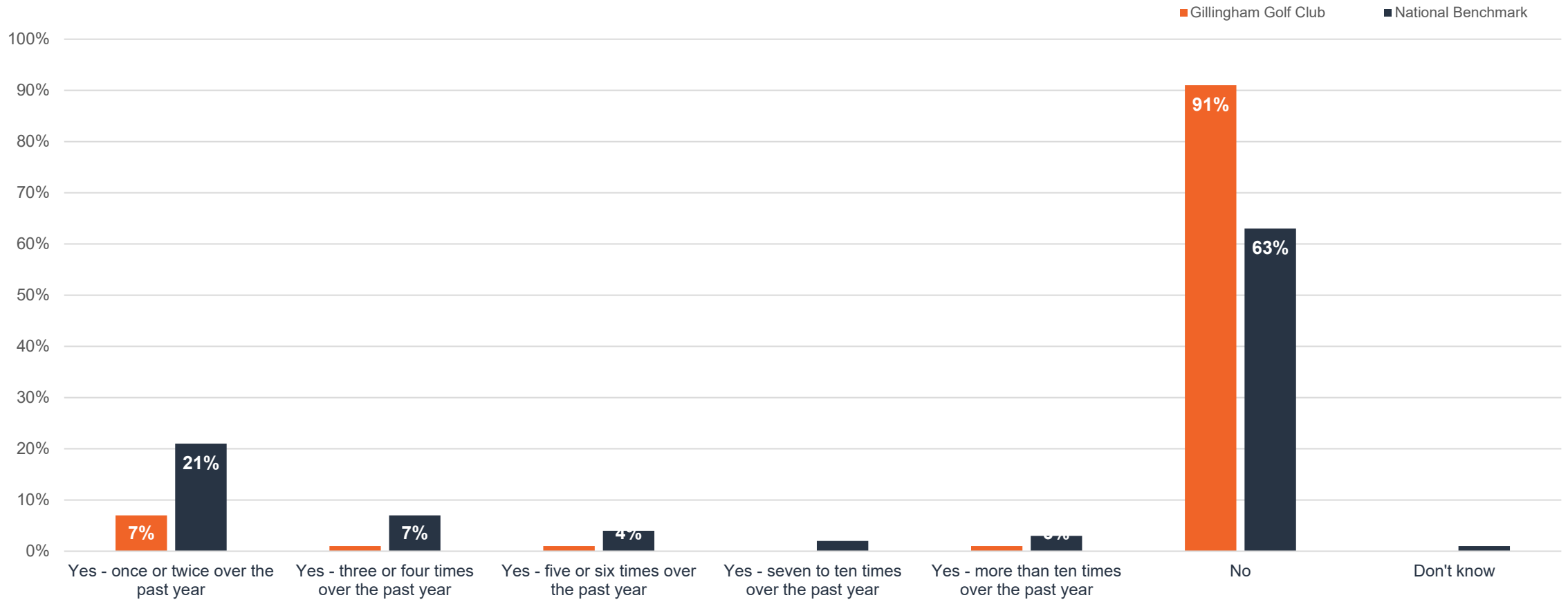
Lessons

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Have you taken lessons with the club's golf professional(s) over the past year?



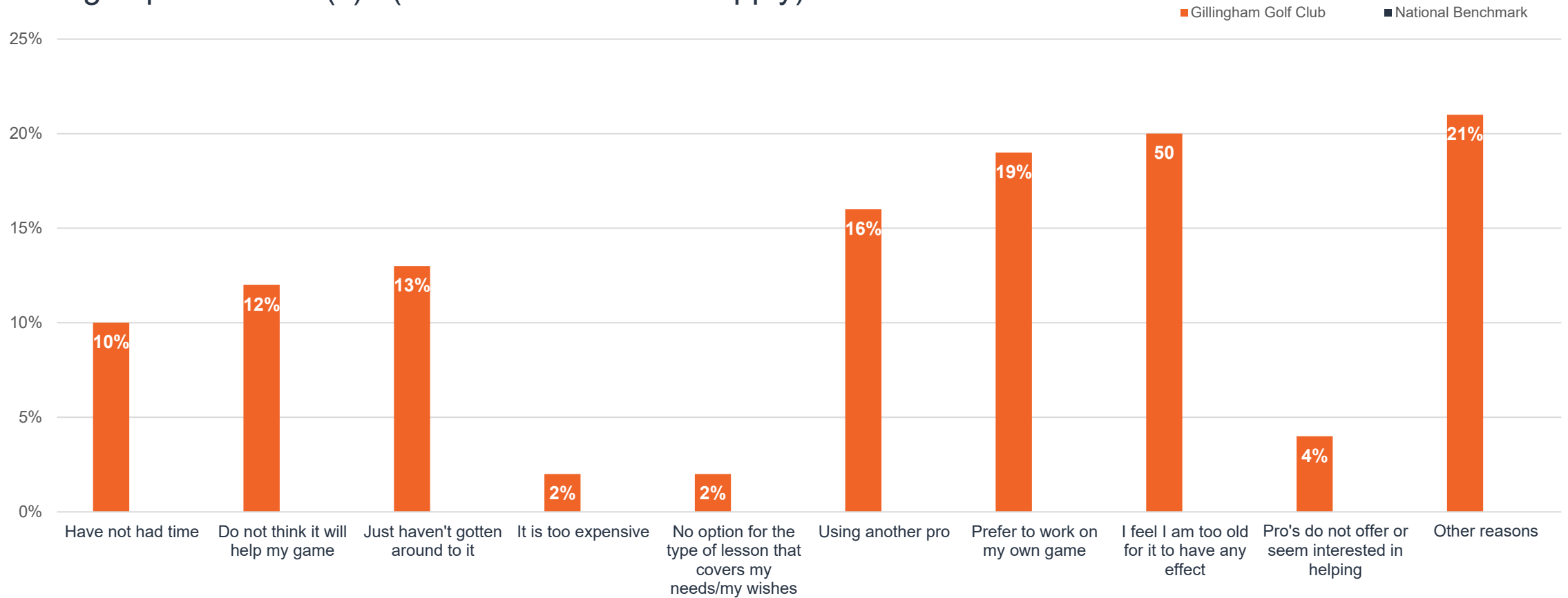
Lessons

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

What is/are the primary reason(s) you have not taken lessons from the club's golf professional(s)? (Please select all that apply)



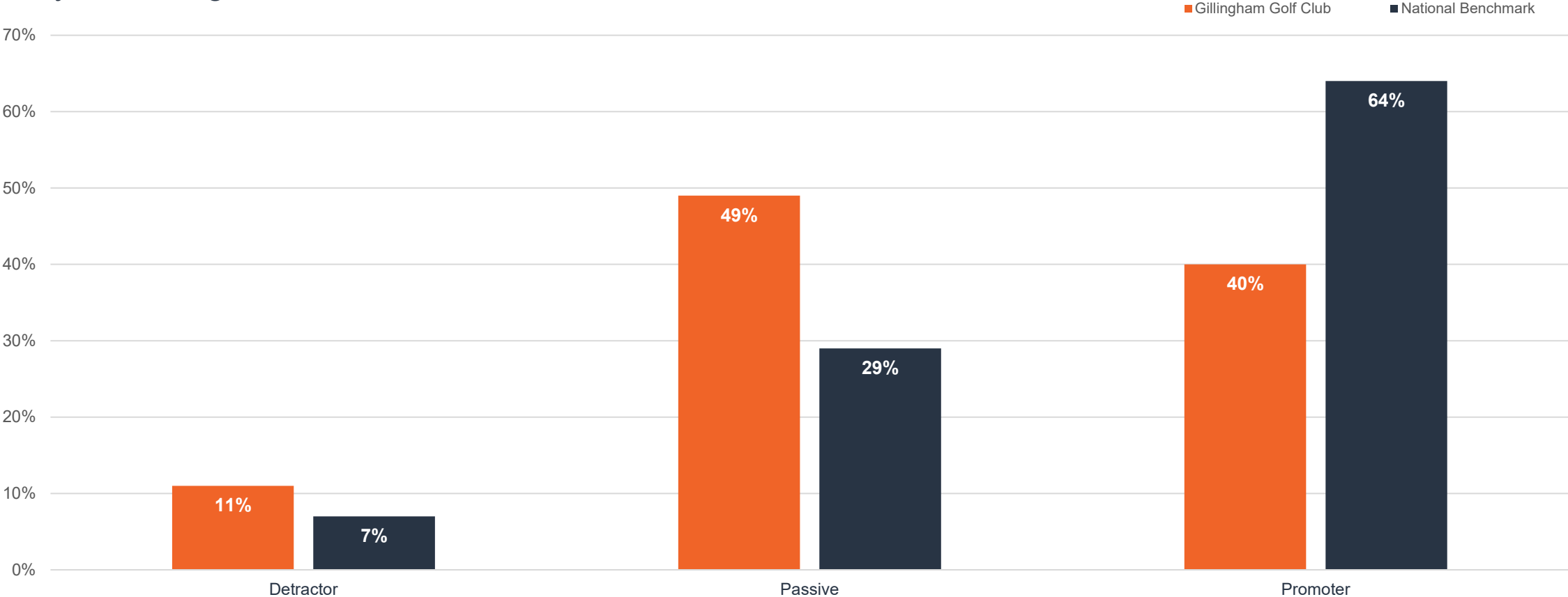
Lessons

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

How likely is it that you would recommend the Golf Professional to friends, family or colleagues?



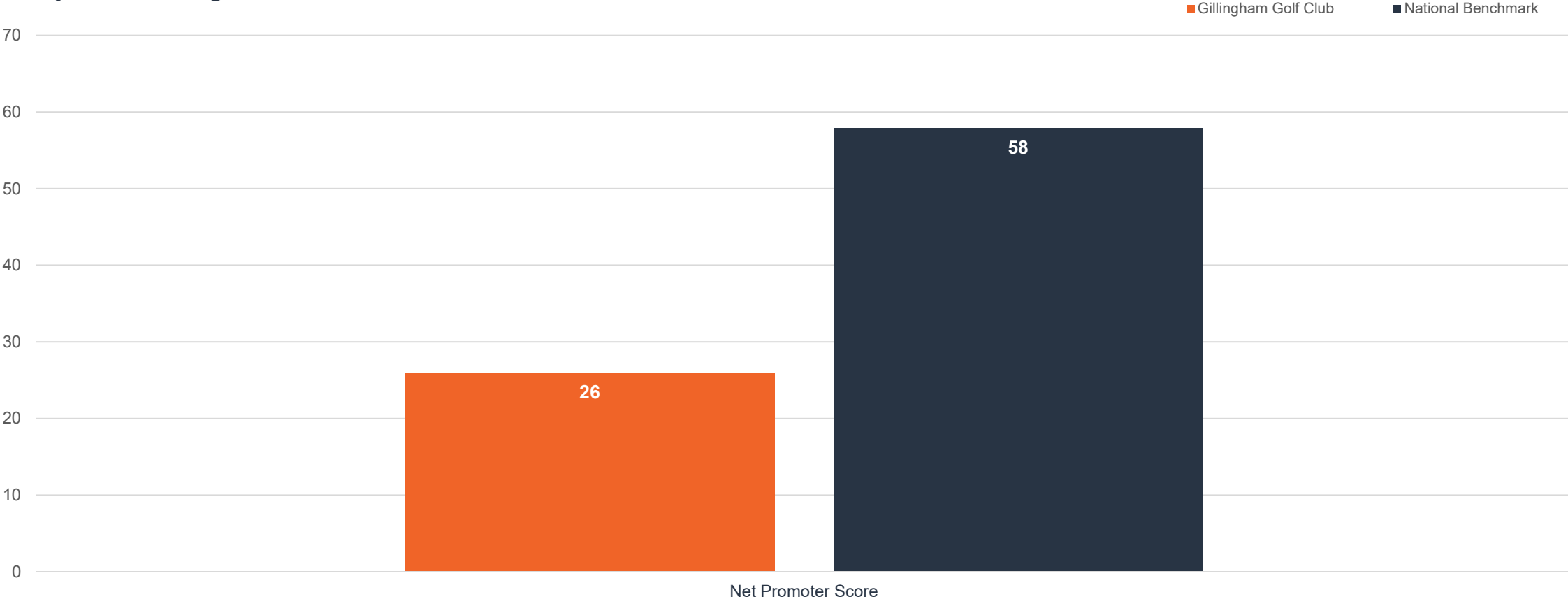
Lessons

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

How likely is it that you would recommend the Golf Professional to friends, family or colleagues?



The club in general

An overview of all questions in the service area “The club in general”.



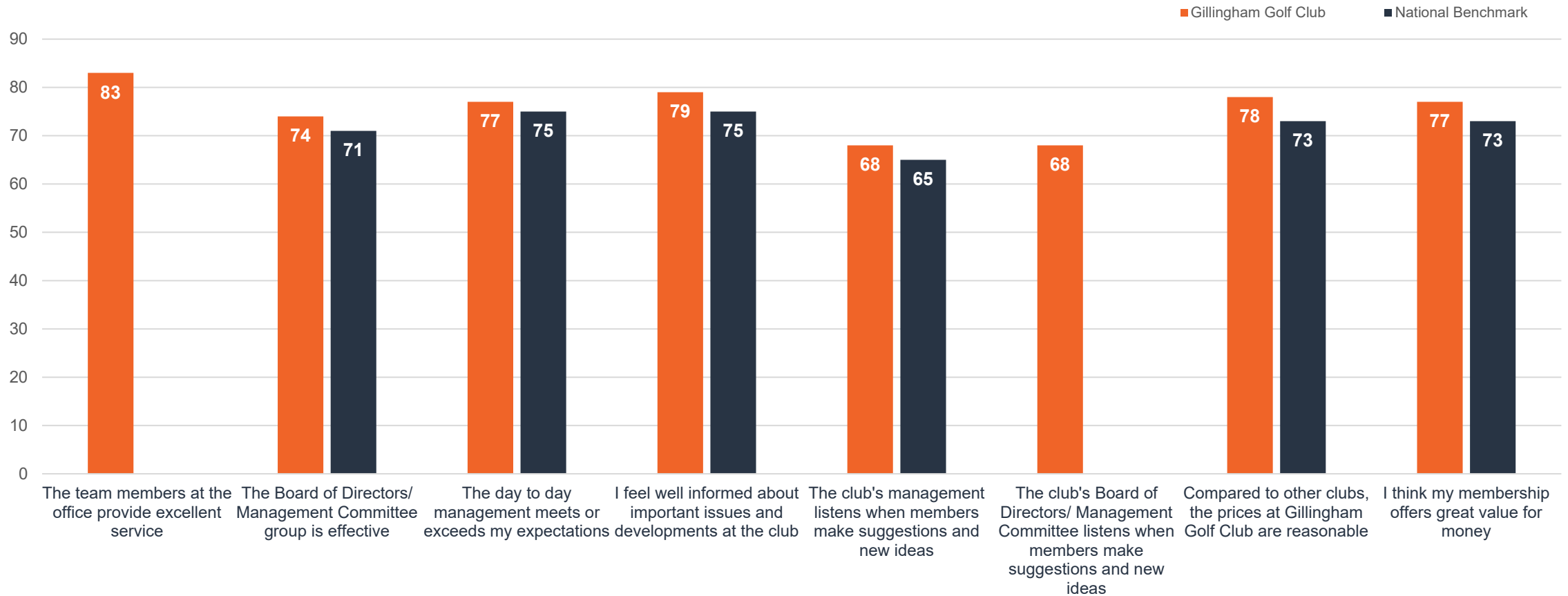
The club in general

Date range: 01 Jan - 10 Aug 2023

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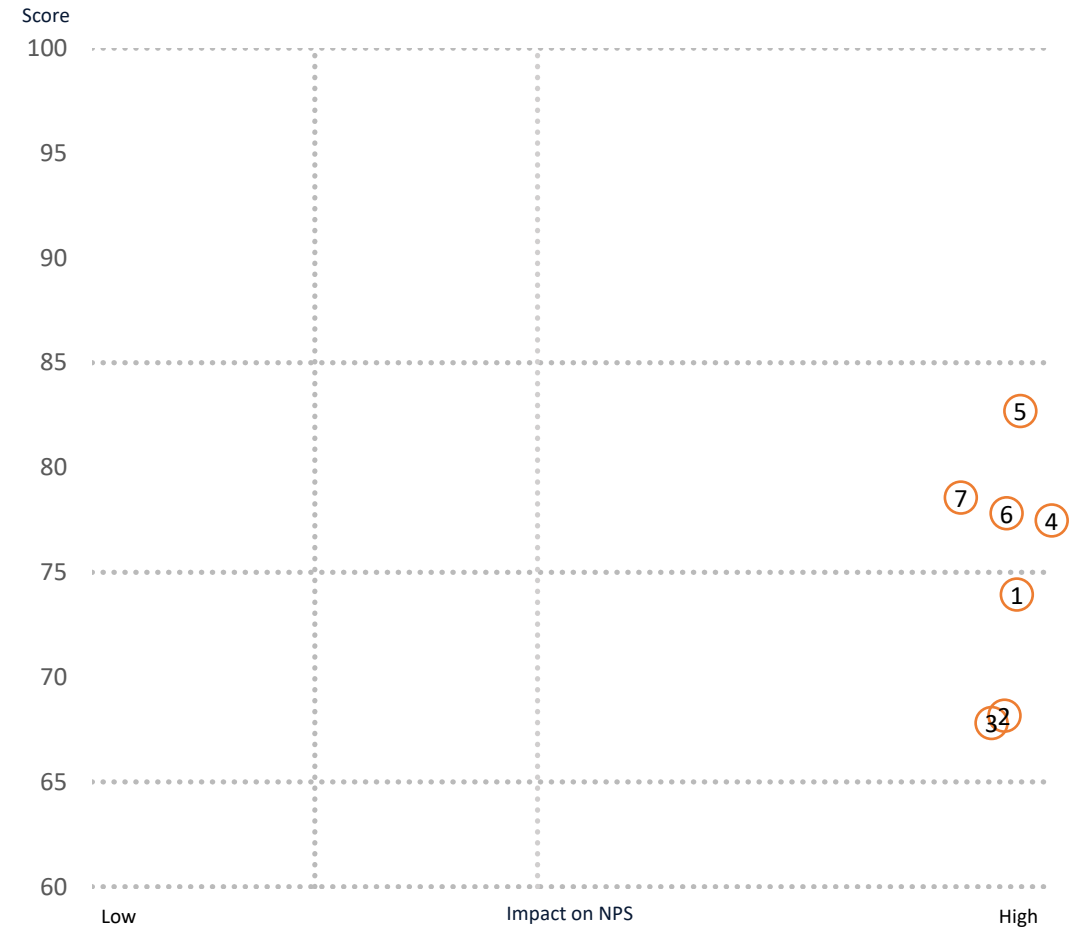
Filters applied: None

Touchpoints in the service area



The club in general

#	Touchpoint
1	The Board of Directors/ Management Committee group is effective
2	The club's management listens when members make suggestions and new ideas
3	The club's Board of Directors/ Management Committee listens when members make suggestions and new ideas
4	The day to day management meets or exceeds my expectations
5	The team members at the office provide excellent service
6	Compared to other clubs, the prices at Gillingham Golf Club are reasonable
7	I feel well informed about important issues and developments at the club



Juniors

An overview of all questions in the service area “Juniors”.



Juniors

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Do you have children aged 17 or younger that are members at the club?



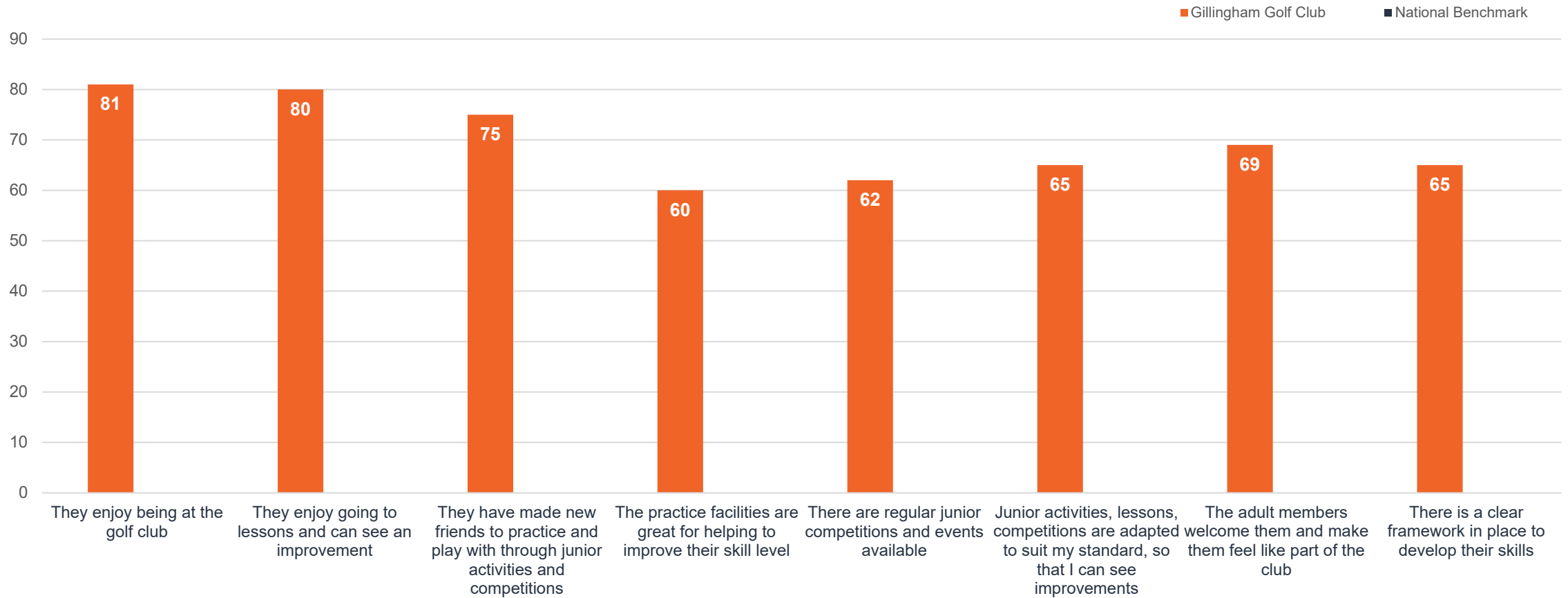
Juniors

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

Touchpoints in the service area



Background questions

An overview of all questions in the service area
“Background questions”.



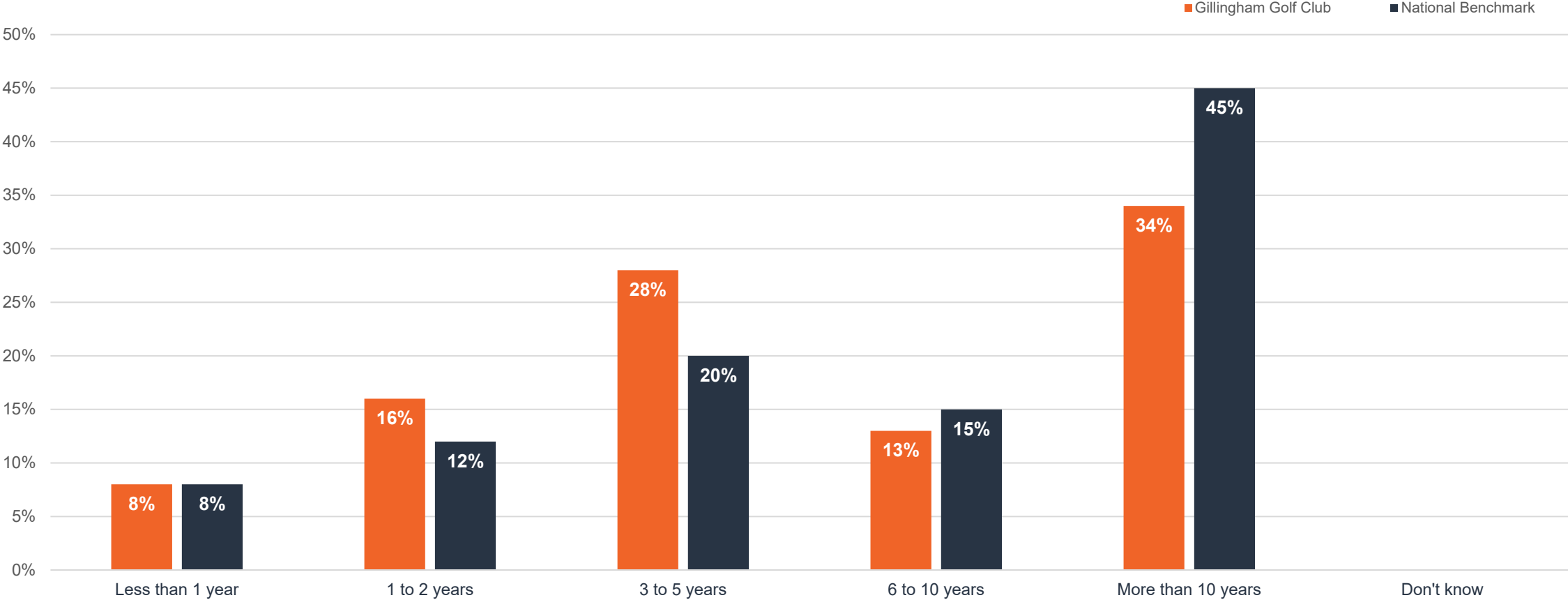
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

For how many years have you been a member at Gillingham Golf Club?



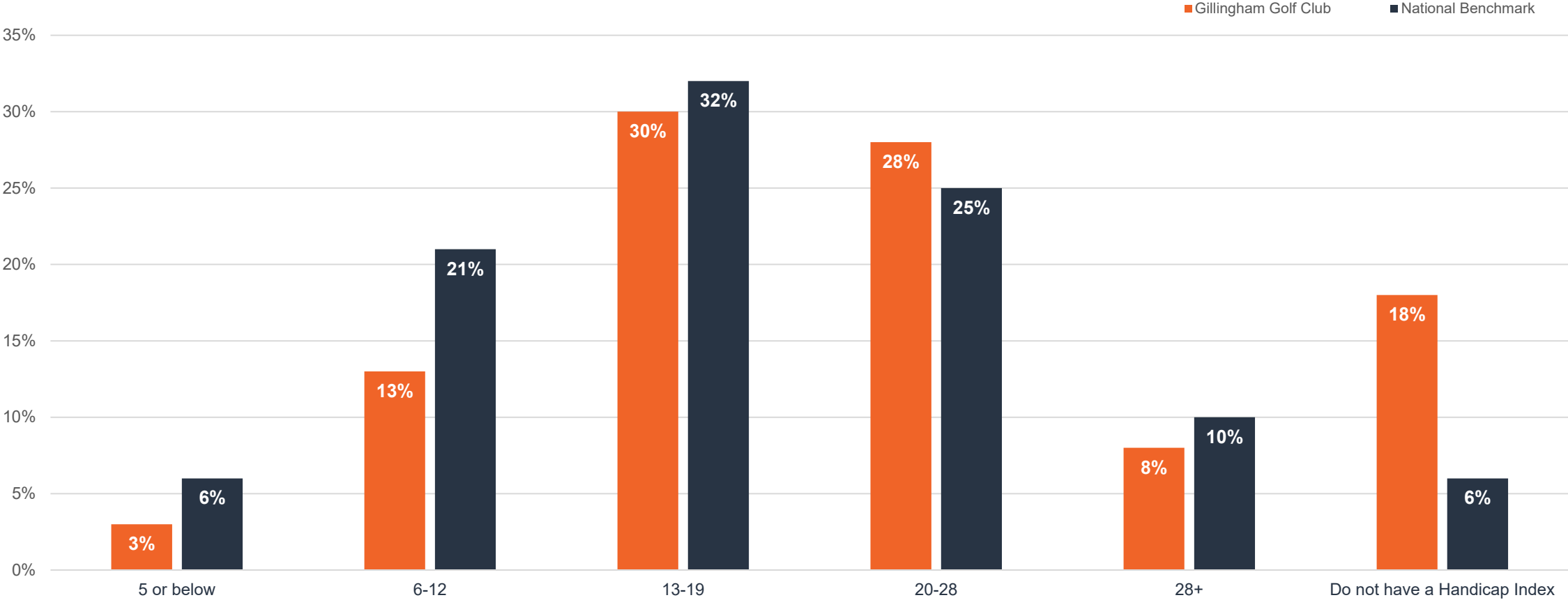
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Please state your Handicap



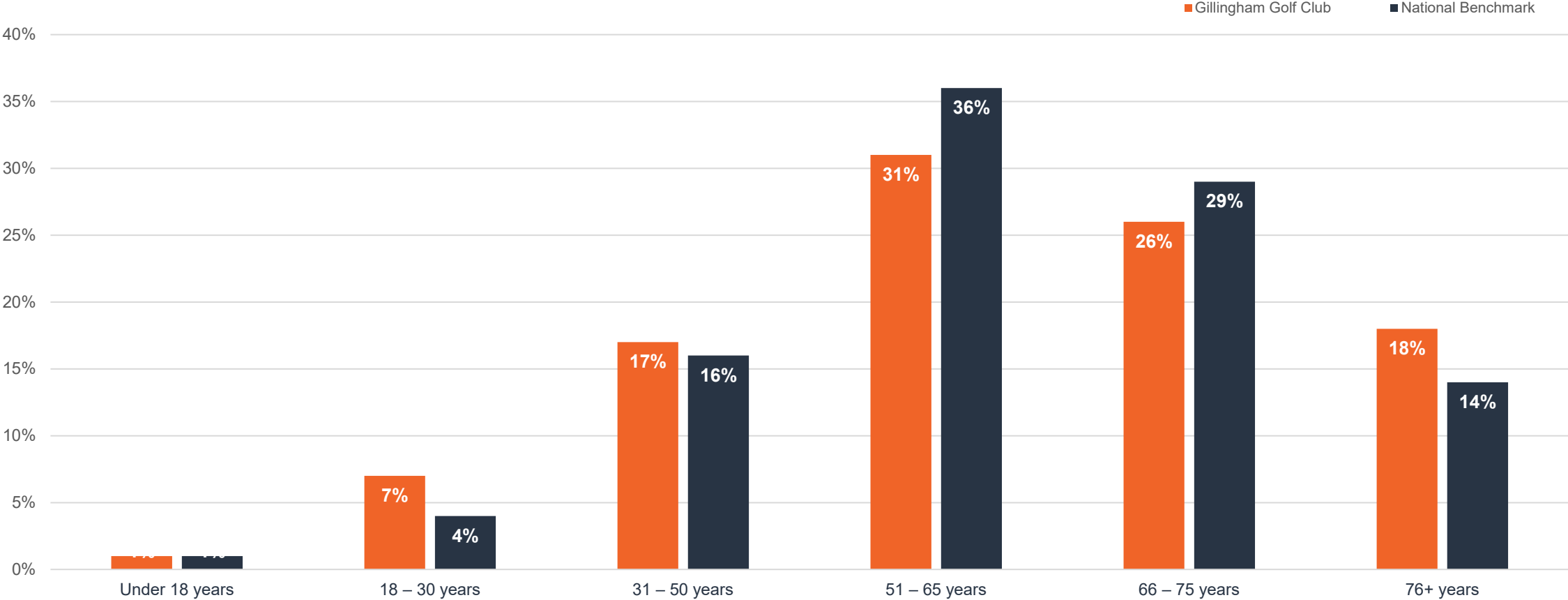
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Please state your age



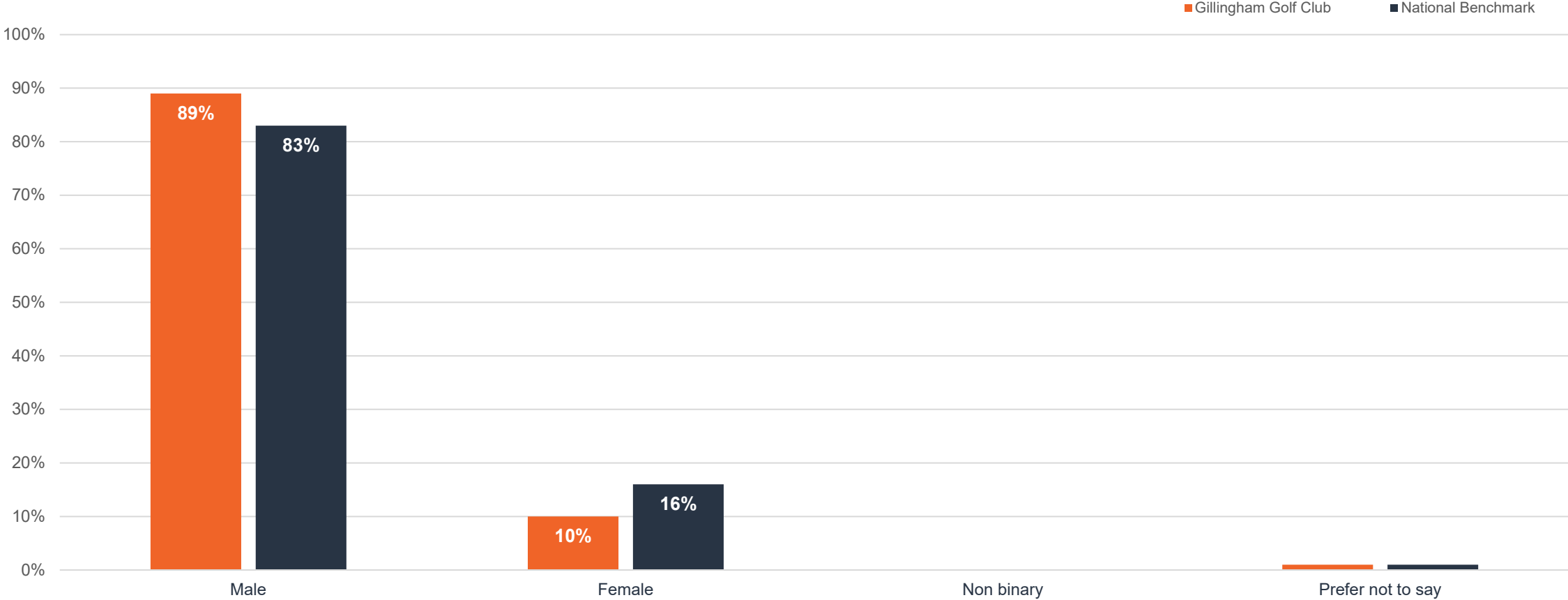
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Gender



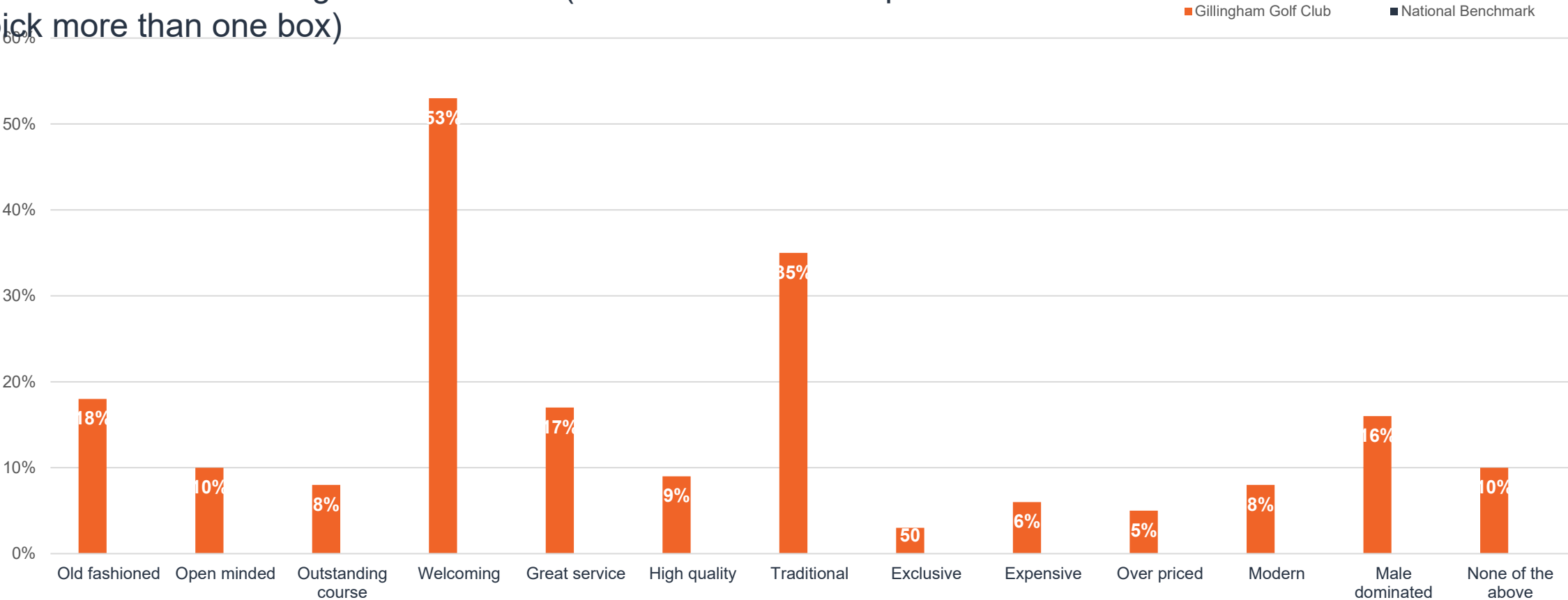
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Which of the following words do you think non-members would use the most to describe Gillingham Golf Club. (Please note that it is possible to pick more than one box)



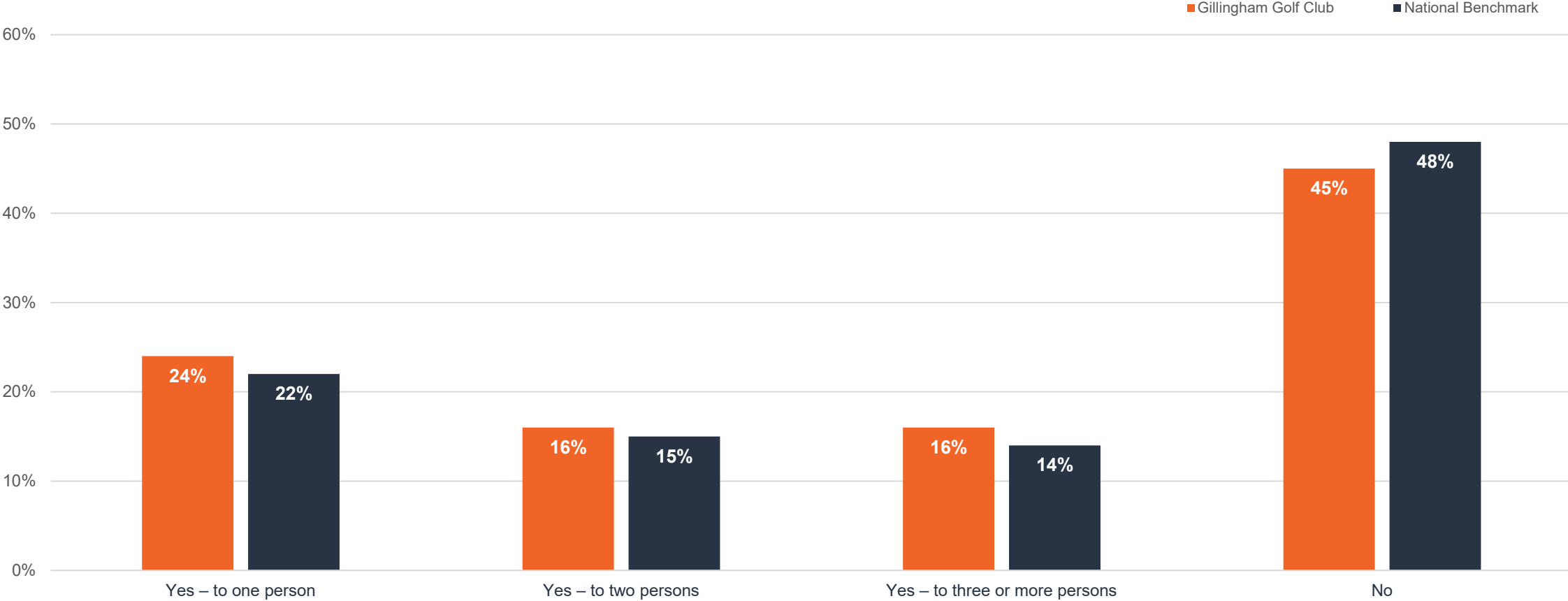
Background questions

Date range: 01 Jan - 10 Aug 2023

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Have you recommended membership to Gillingham Golf Club to any non-members in the past 12 months?



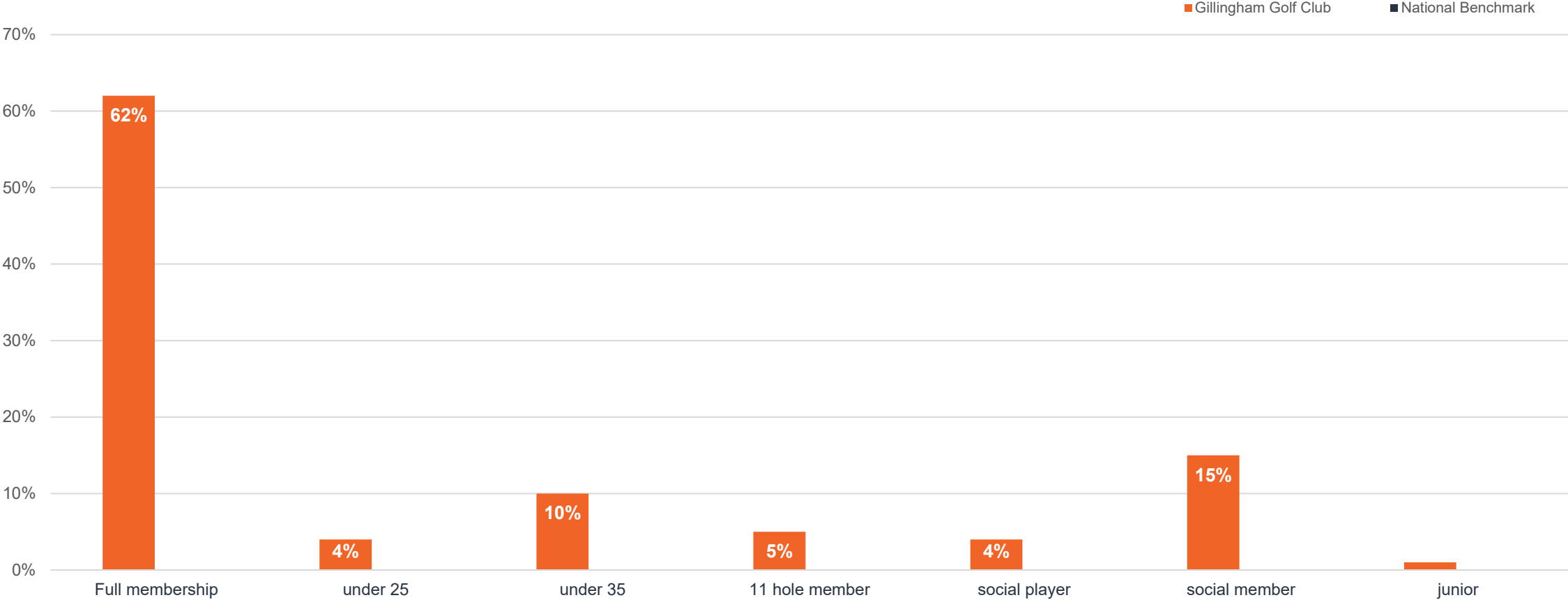
Background questions

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What membership category are you in?



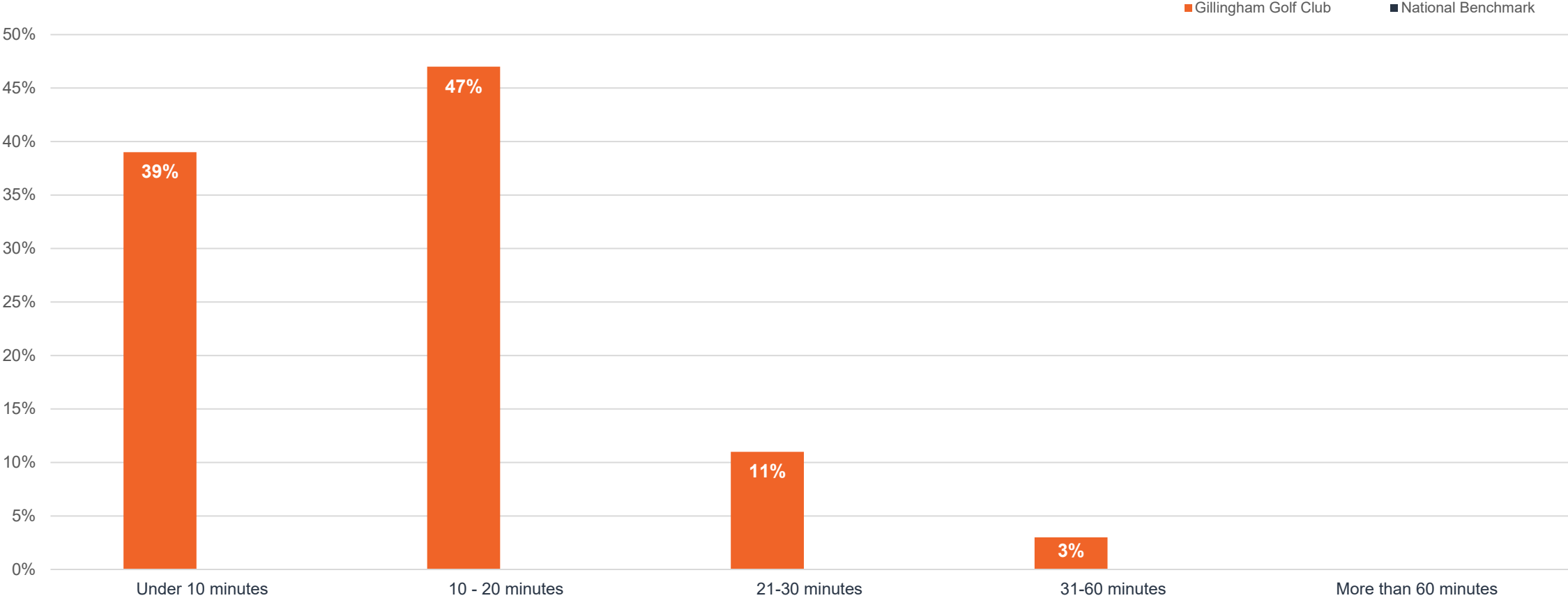
Background questions

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Filters applied: None

What is your average travel time to the club?



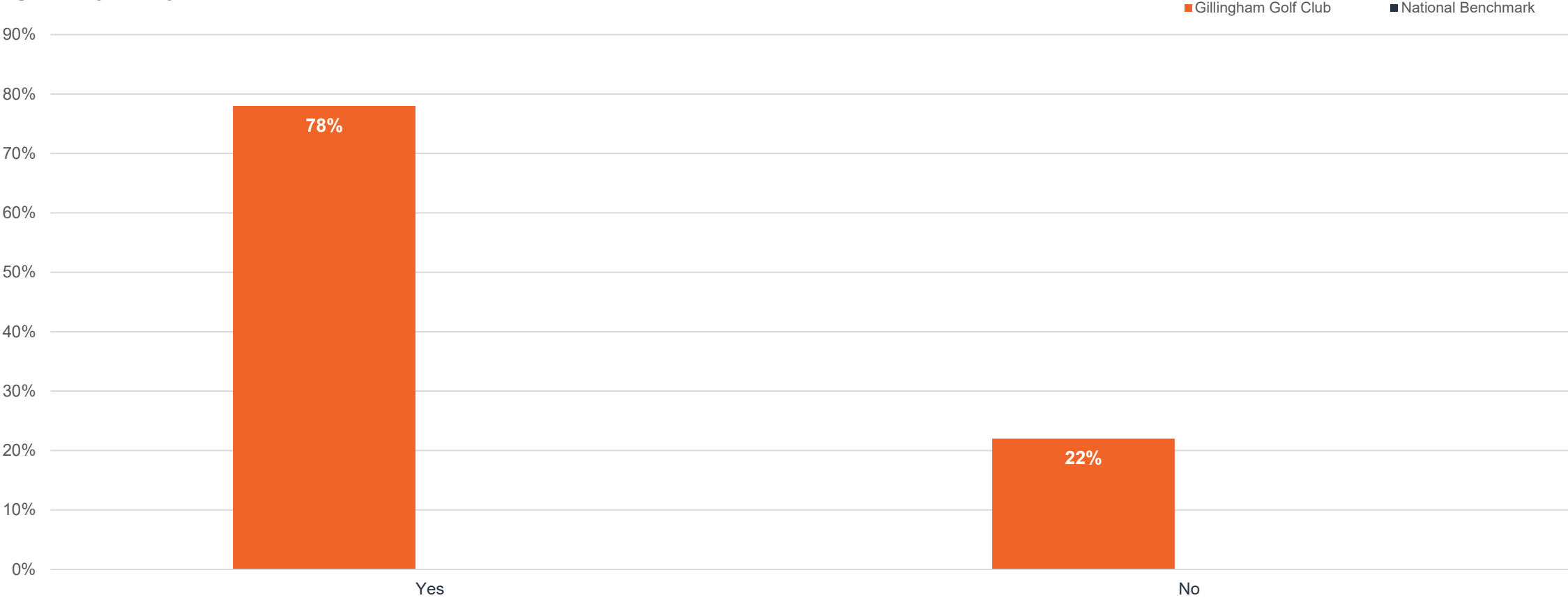
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Do you have playing partners at Gillingham Golf Club with whom you regularly play?



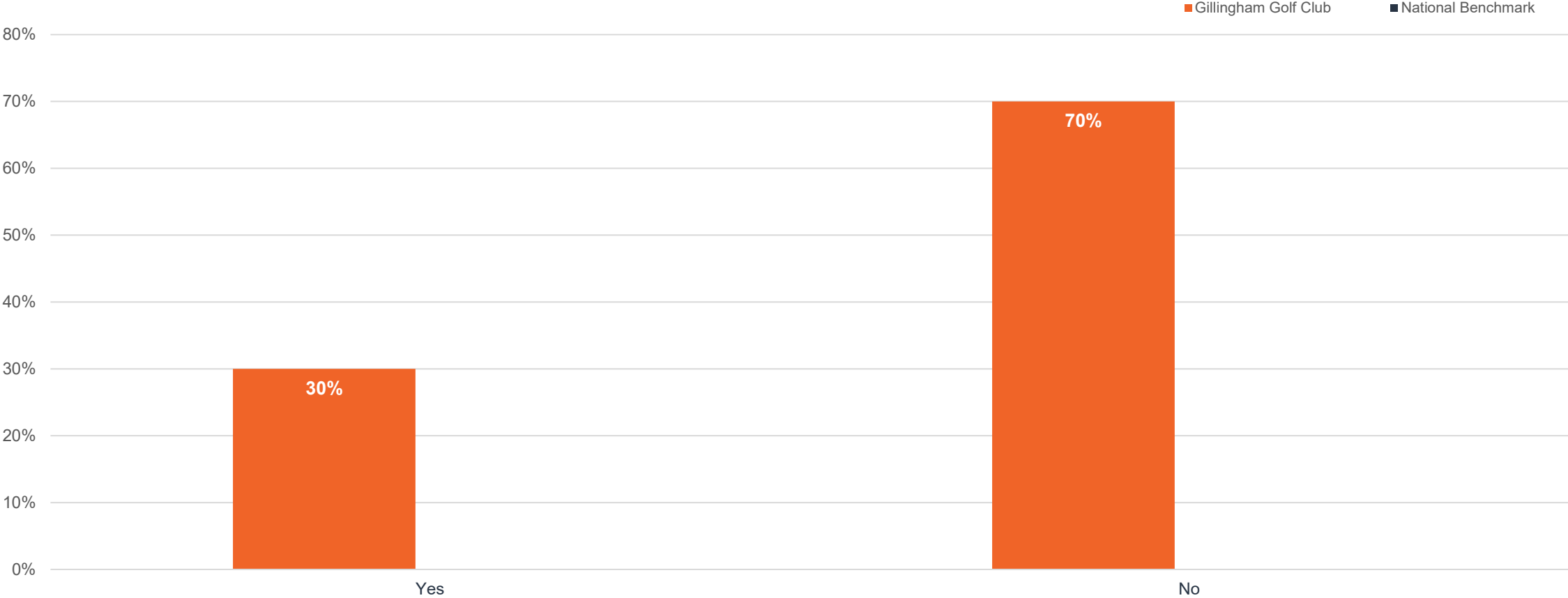
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

Do you have family members who are members of Gillingham Golf Club?



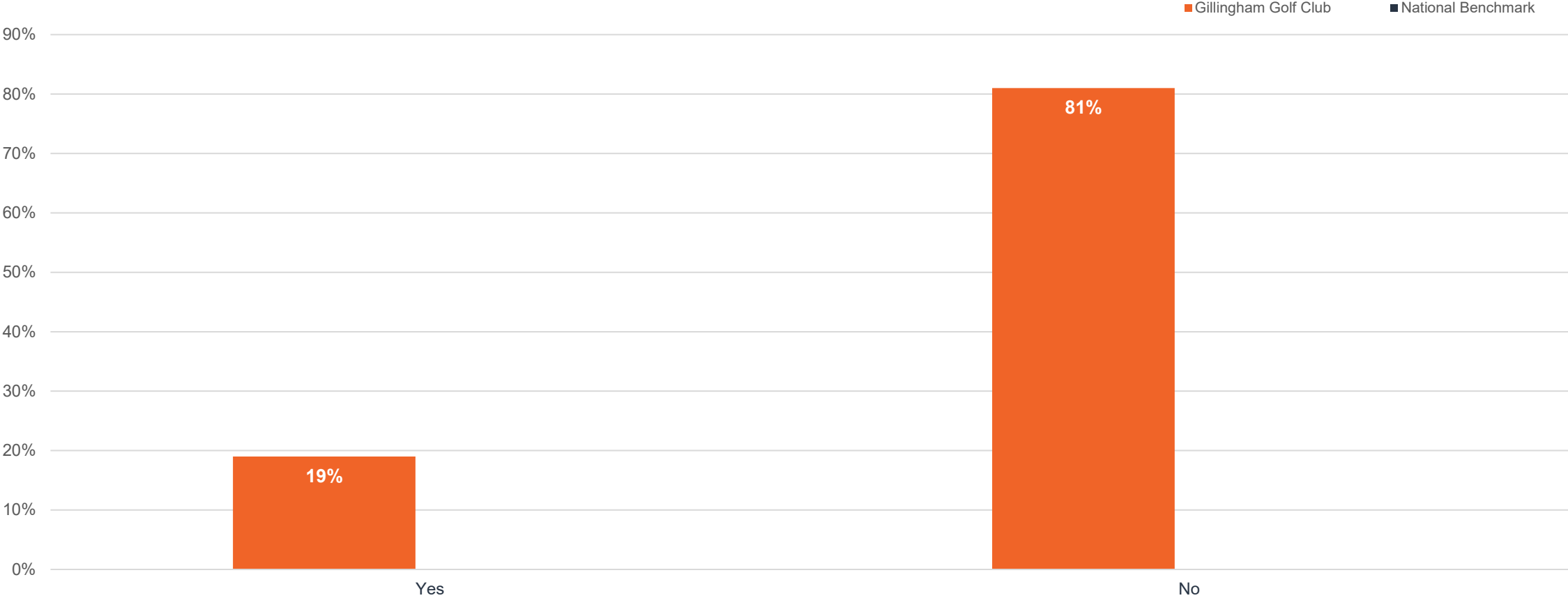
Background questions

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Are you involved in/member of a society within the club?



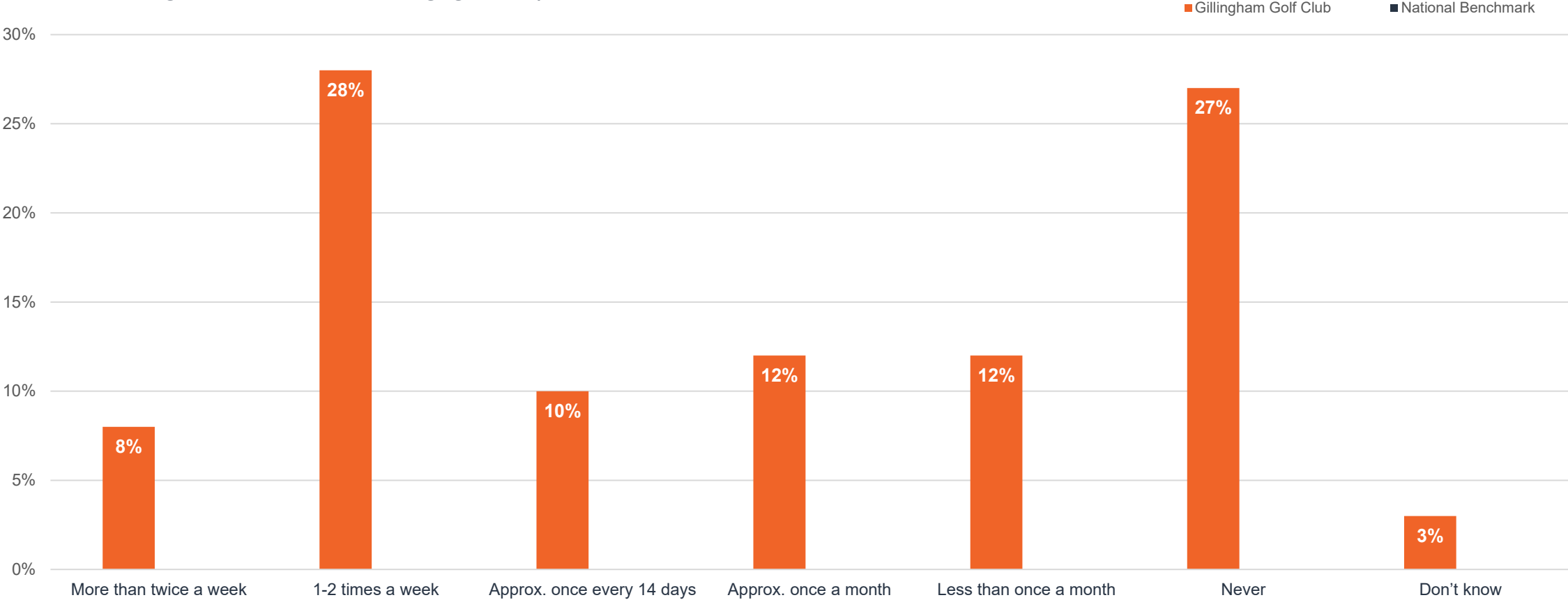
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

How often do you use the practice facilities (driving range, chipping green/short game area, putting green)?



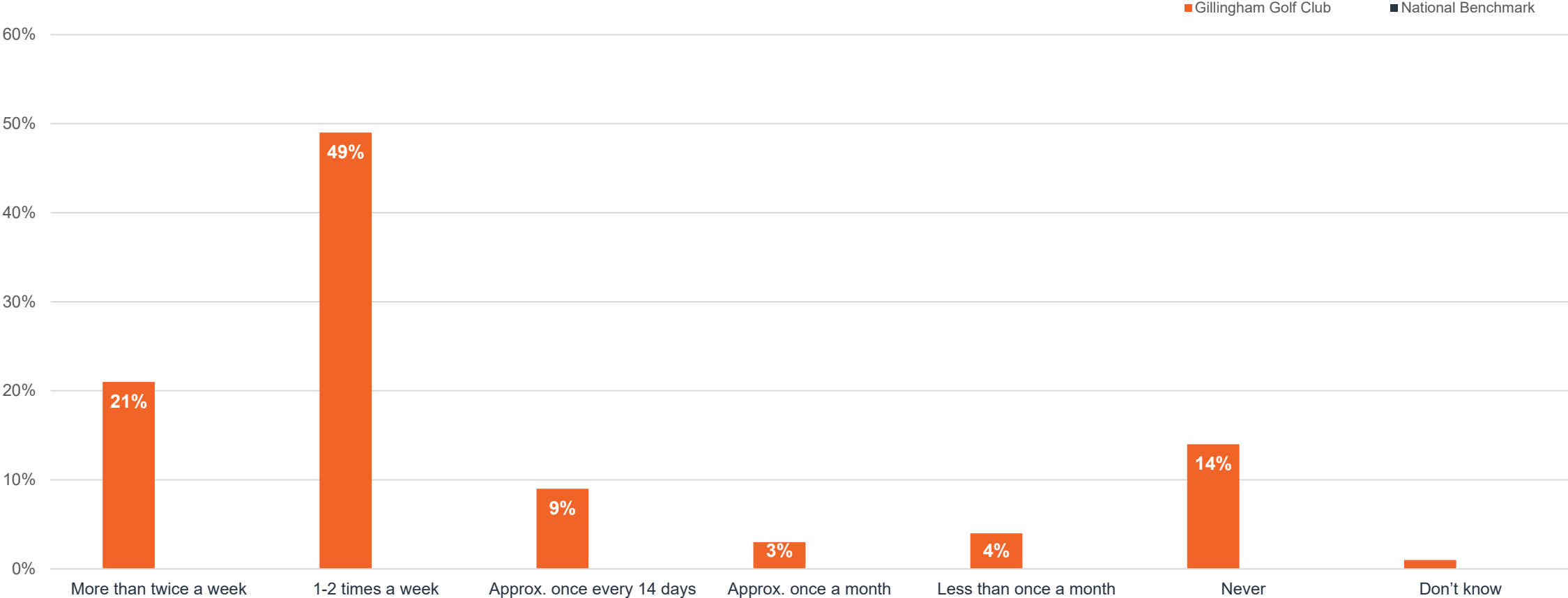
Background questions

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Filters applied: None

Over the entire year/season, how often do you play golf at Gillingham Golf Club?



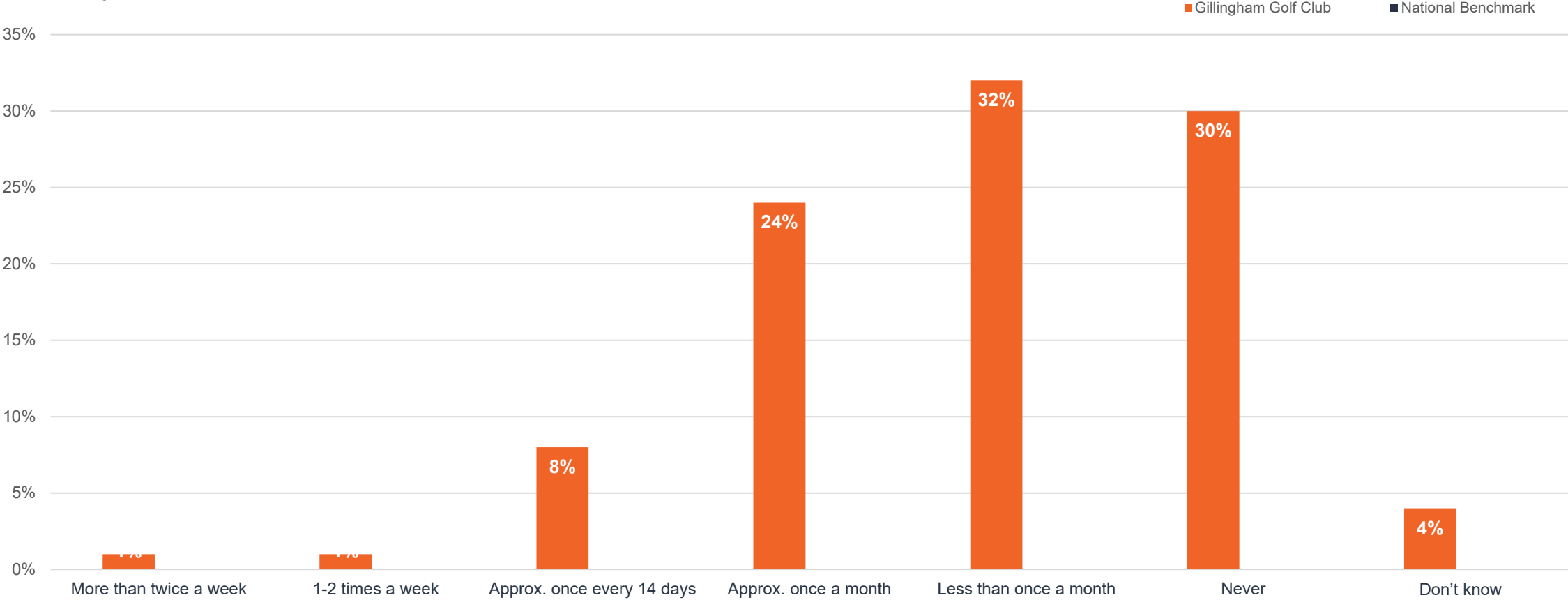
Background questions

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Filters applied: None

Over the entire year/season, approx. how often do you pay green fees/play at other courses?



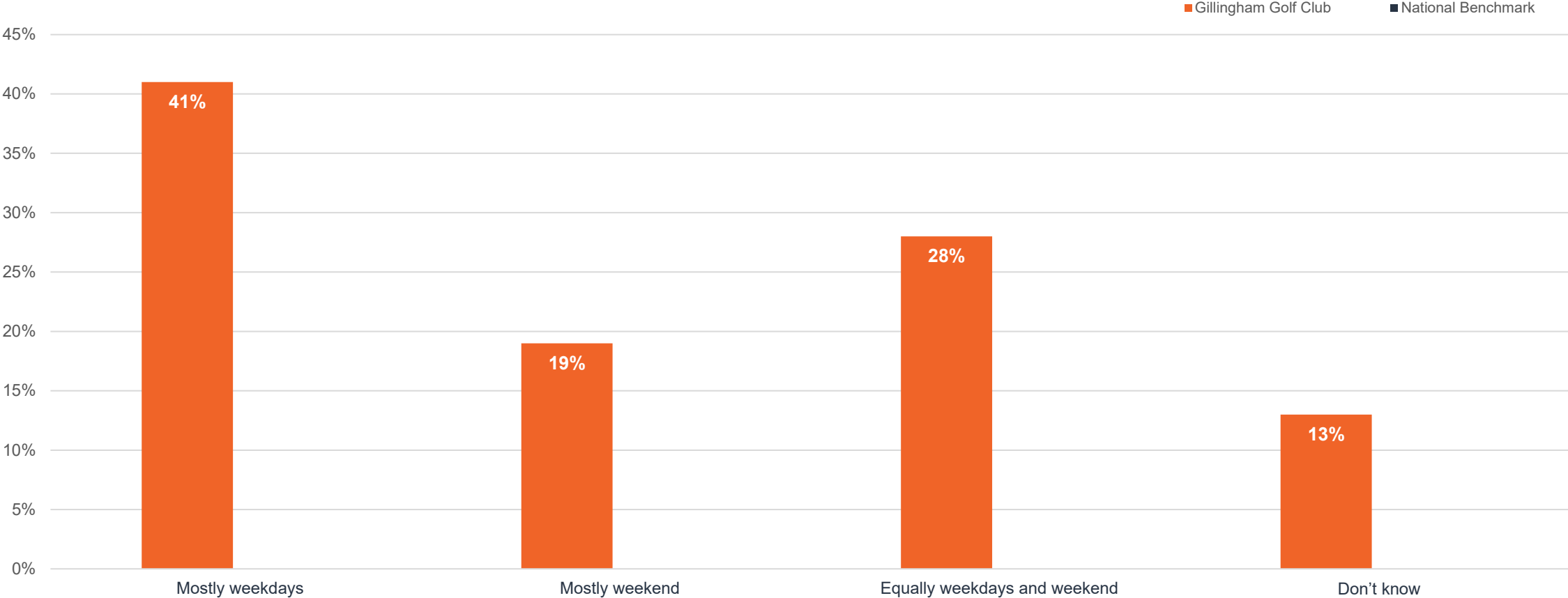
Background questions

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When do you play the most during the year?



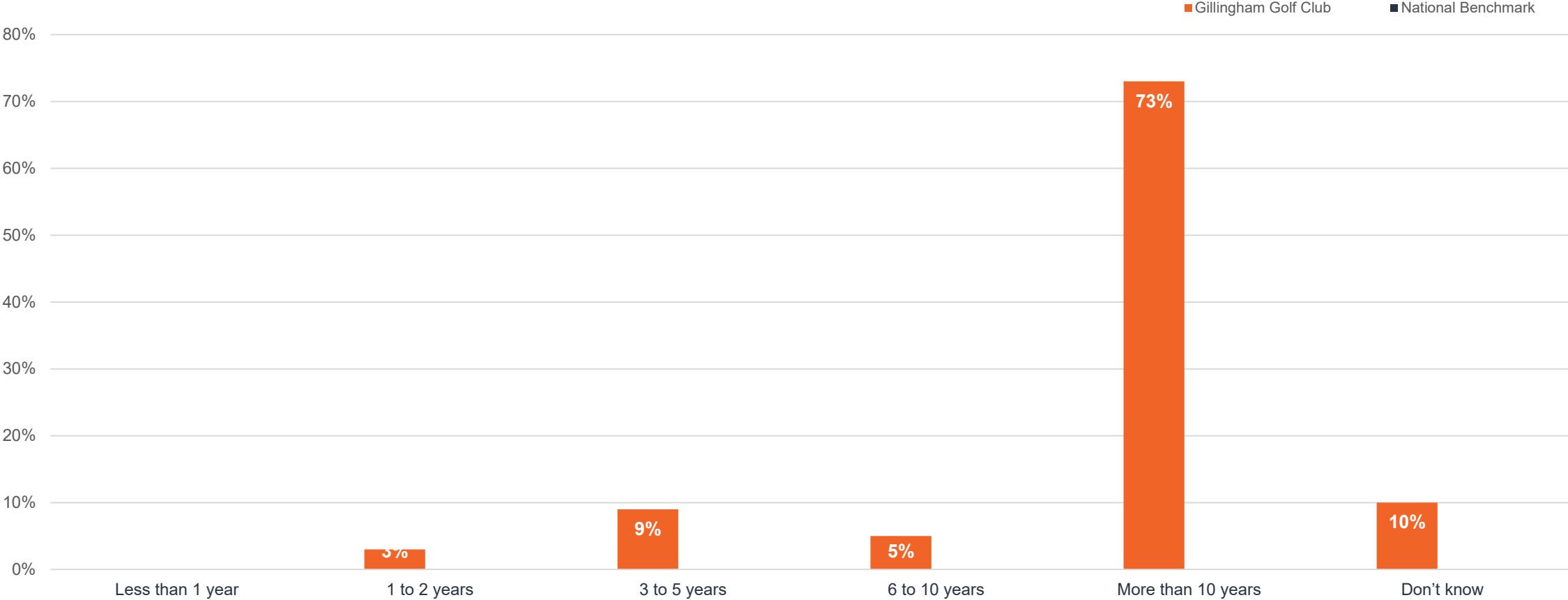
Background questions

Date range: 01 Jan - 10 Aug 2023

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Filters applied: None

How many years have you played golf in total?



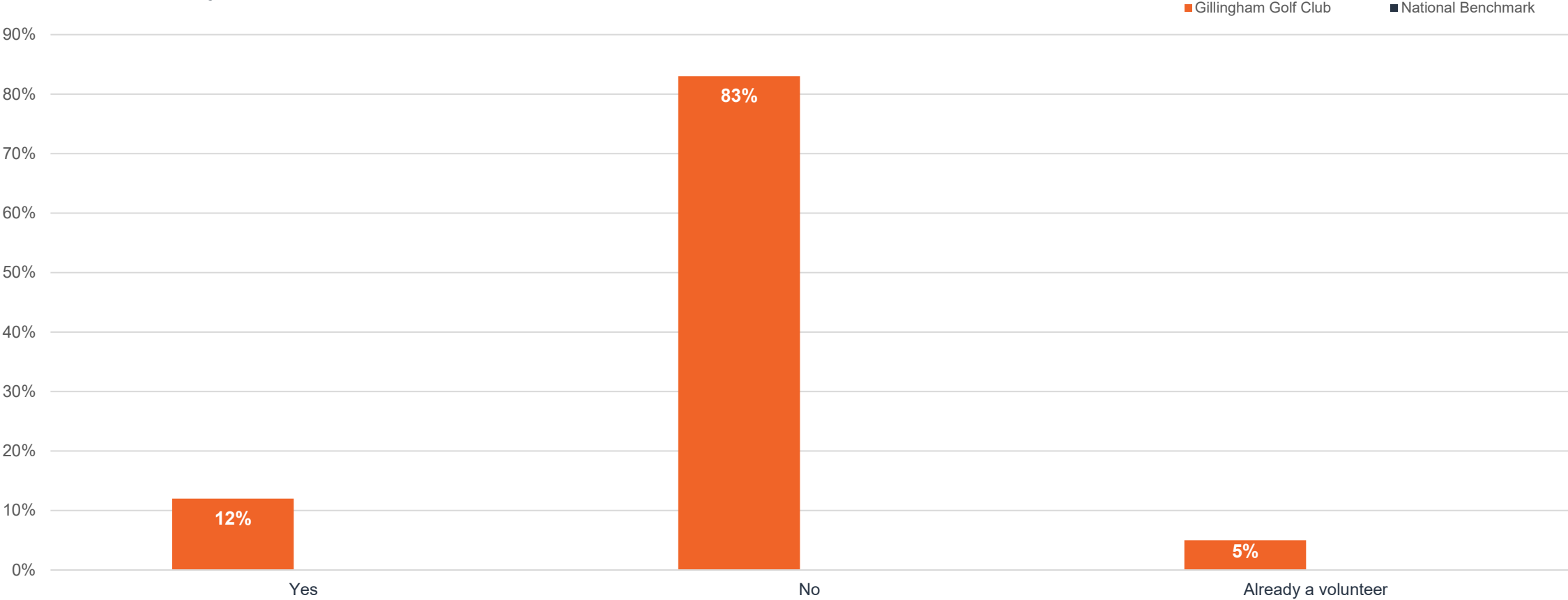
Background questions

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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?



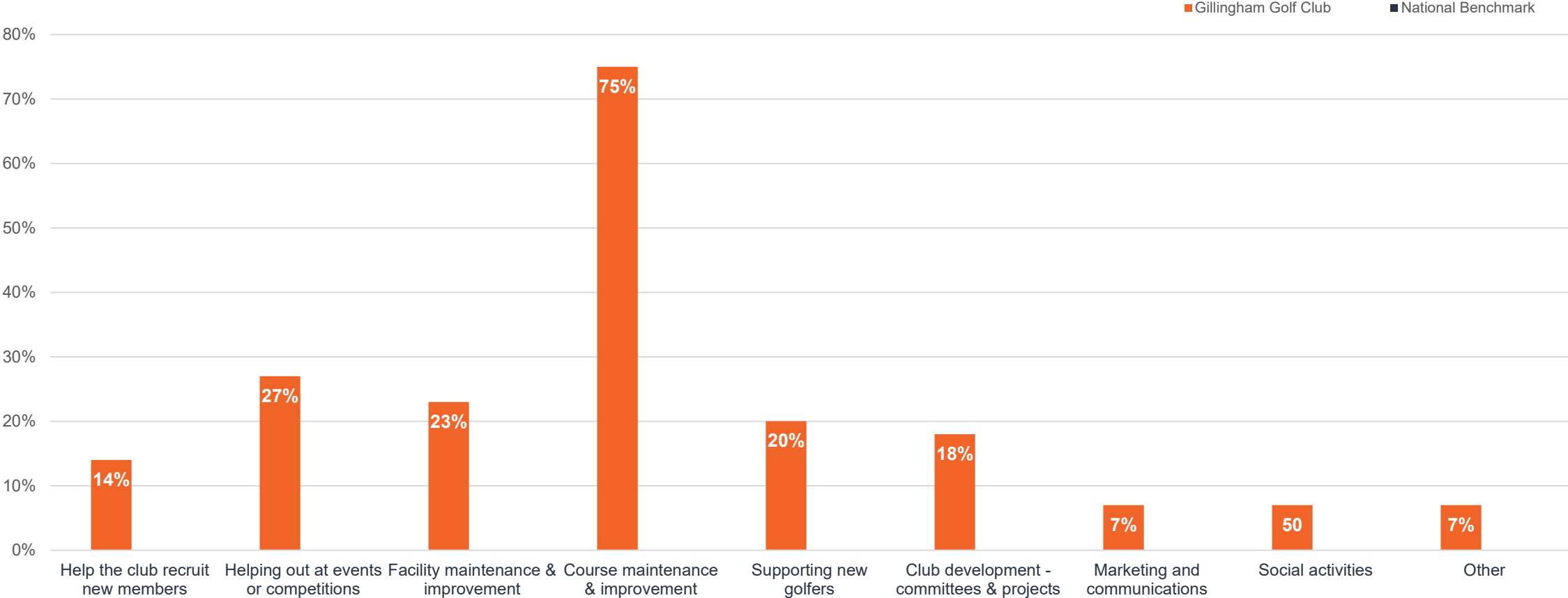
Background questions

Date range: 01 Jan - 10 Aug 2023

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In which areas would you like to help the club?



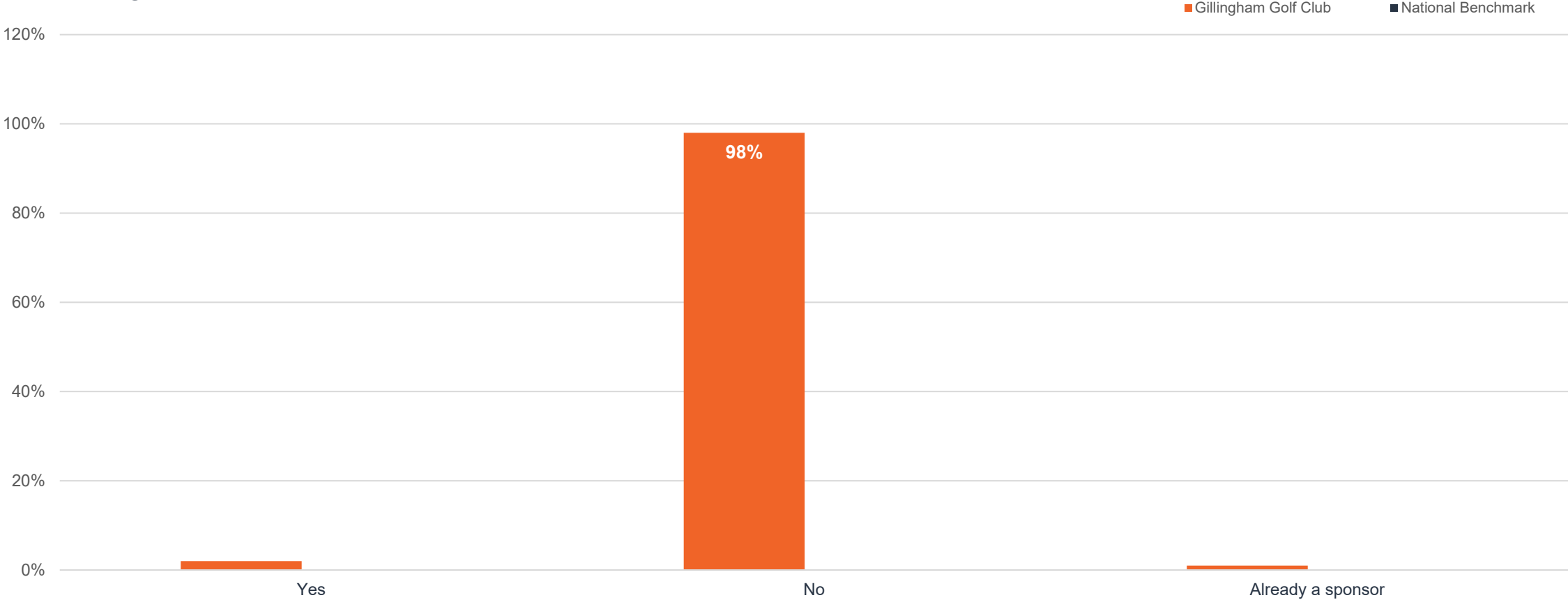
Background questions

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Report date: 10 Aug 2023

Filters applied: None

Would you or your company be interested in a sponsorship agreement with Gillingham Golf Club?



Further comments

An overview of all questions in the service area
“Further comments”.



Further comments

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

What does Gillingham Golf Club do well to make it a good club to be a member of?

“Everything ,great staff and excellent food ,social evening well organised”

“Approachable members in general”

“Great location and appearance”

You can view all 210 comments on app.players1st.sport

Further comments

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

What can Gillingham Golf Club improve to make your experience even better?

“REGULARLY OFFERING SUNDAY LUNCHEAS AND POSSIBLY DROPPING THEIR PRICE TO MAKE THEM MORE ATTRACTIVE”

“Cut down long grass on 11.and 17 mounds are all ready a hazard Can't play out , slows down play”

“Free Bar snacks on Sunday. Roast potatoes. Also bring back the carvery's”

You can view all 235 comments on app.players1st.sport

Prizes

An overview of all questions in the service area “Prizes”.



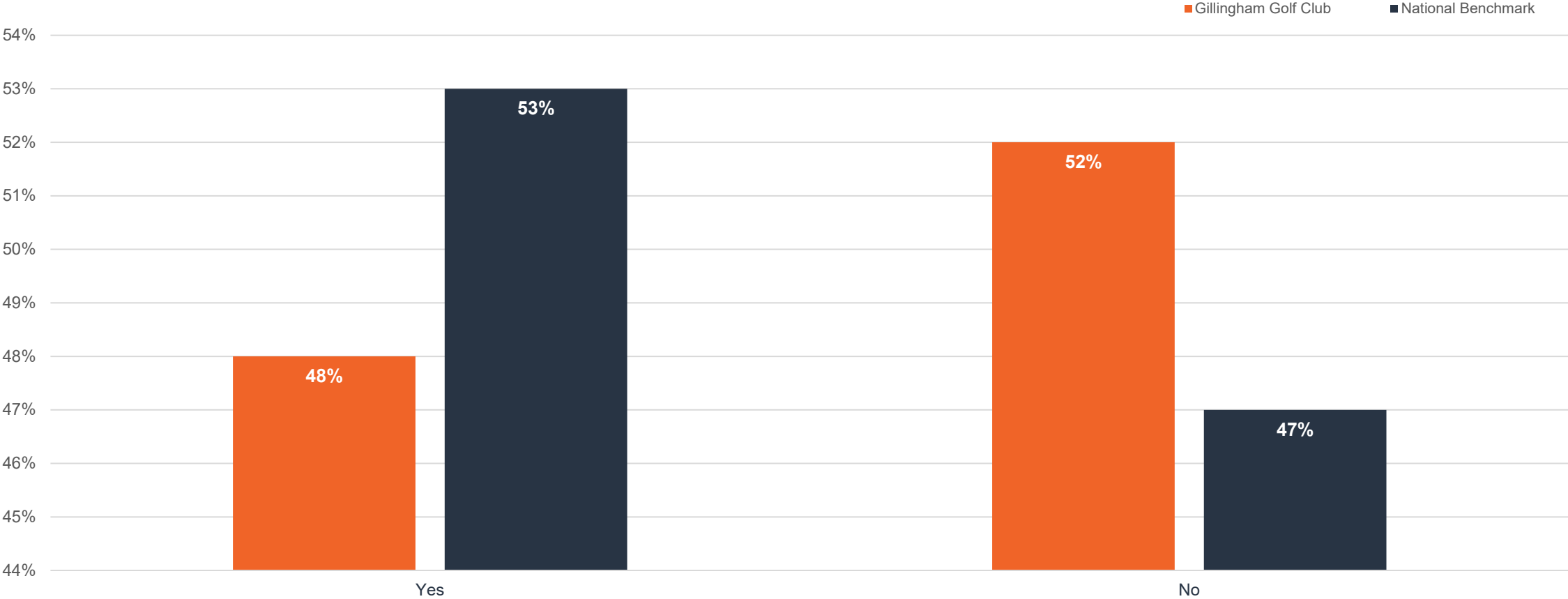
Prizes

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

Would you like to take part in a draw for prizes from the club?



Follow up

An overview of all questions in the service area
“Follow up”.



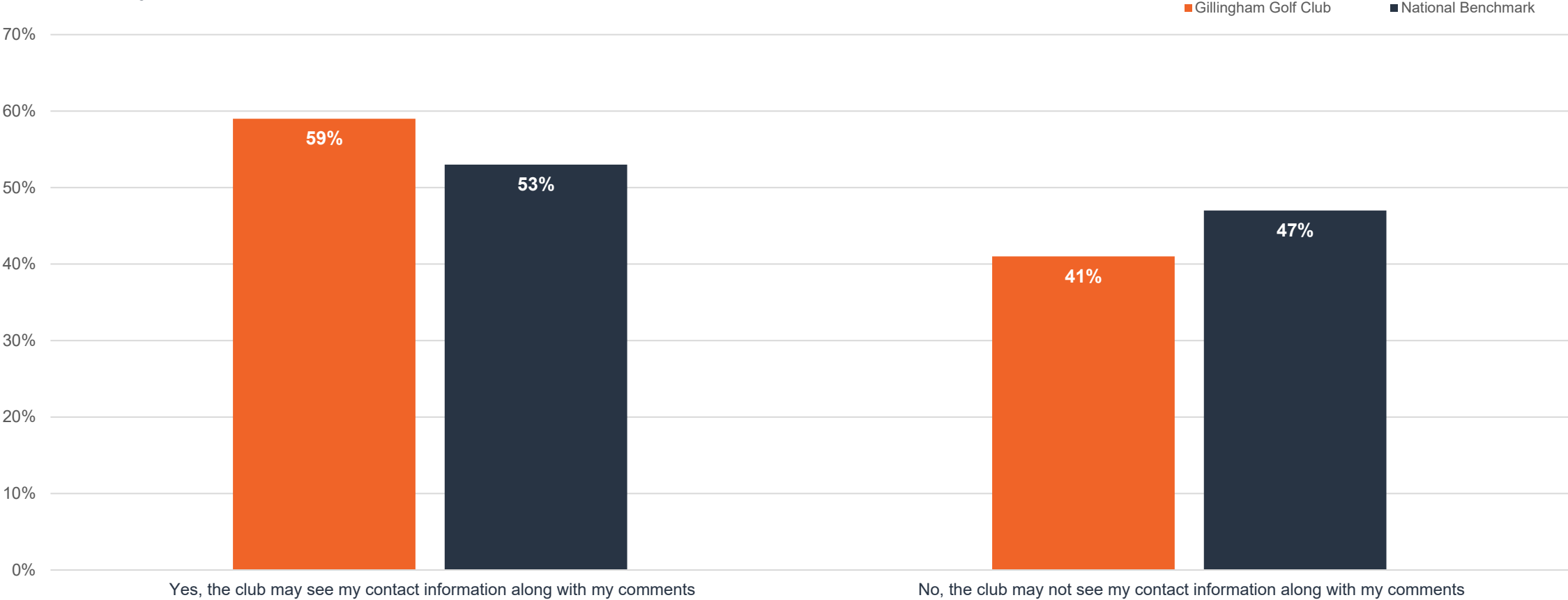
Follow up

Date range: 01 Jan - 10 Aug 2023

Report date: 10 Aug 2023

Filters applied: None

To follow up on your comments, the club would like to have the opportunity to contact you.



Closing remarks

Now that we have gathered valuable insights, it's time to move forward and take action based on the results. Here are some important action points to consider:

- 1. Develop an Action Plan:** Create a comprehensive action plan that outlines the steps to be taken to address the findings. Assign responsibilities, set deadlines, and establish milestones for each action item. A well-structured plan will ensure that the necessary actions are taken in a timely manner.
- 2. Communicate Results and Action Plan:** Share the survey results and action plan with relevant stakeholders or members of your club. Effective communication is crucial to gain support, align expectations, and foster collaboration in implementing the necessary changes.

Remember, conducting a survey is just the beginning. It is the actions we take based on the survey results that truly make a difference. By embracing the survey findings and implementing meaningful changes, we can drive positive outcomes and enhance our organization's success.

Thank you for your participation and support!

The End

We hope this presentation on your survey results has provided you with valuable insights and meaningful information.

We would love to hear your thoughts on the presentation and any suggestions you may have. Please feel free to share your feedback with us.

