



TAGMARSHAL
pace efficiencies

FROM PEN AND PAPER TO PRE-EMPTIVE INTELLIGENCE

"In my previous non-golf professional role I set my team two main objectives. I introduced a programme of 'Continuous Improvement' in relation to our core functions and I also introduced a programme of capturing and recording 'Efficiency Savings'. The main outcomes we set were to do it better, get it right first time and do more for less. I wanted to improve standards, improve service delivery and be less wasteful. In our golf operation Tagmarshal supports these objectives and these outcomes extremely well." Head Ranger

HOW TECHNOLOGY GUIDED MARSHALLING GAME CHANGES EFFICIENCIES, PACE OF PLAY AND THE PLAYER EXPERIENCE

BEFORE

DATA AND OVERSIGHT

"We relied on paper and pencil to note groups, caddies, times and even descriptions of clothing so that we could recognise groups from a distance. No matter where I stood I could only see a limited number of playing groups. On the course I was very limited in relation to what I could see and therefore what I could do."

ACCURACY

"It was difficult to know with any degree of accuracy where to expect problems. Slow play can occur anywhere on the course. There are so many variables and causes of slow play that it was difficult to know where I could be most effective in preventing it, other than to be monitoring perceived choke points and supporting obvious slow groups."

CREDIBILITY

"Usually when there was a problem it was too late to react and prevent it from impacting on others. It was very frustrating when caddies and players were highlighting problems they had encountered on one part of the course and expected the Ranger to know about it, when he was operating on another part of the course."

ACCOUNTABILITY

"Managing pace of play is a shared responsibility. Without data interactions with playing groups can become confrontational with frustration on both the players' but also the Rangers side. A role that is supposed to enhance the golf experience can be rendered negative."

AFTER

"Tagmarshal has provided an effective solution to managing pace of play. The Ranger is better informed, more clearly sighted and can provide much more immediate support than was possible pre Tagmarshal. Now I can see every group on the course and at a glance I am aware if they are on pace or not. The system provides us with a valuable eye in the sky that enables us to see the position of every group on the course at any given time."

"Tagmarshal provides a real time overview of the course and gathers data to help identify causes of slow play. I can respond much more quickly and effectively and if necessary show players /caddies clear evidence of the impact they are having on the course."

"This was a big deal on my course. The Rangers had little or no credibility as on several occasions slow play was being reported to them rather than being identified by them. With Tagmarshal the Rangers are ahead of the game and much better informed and able to react to pace issues immediately. The system provides a constant overview that would be impossible to achieve without the technology. It enables us to respond and react much more quickly to help our visitors and provide them with a much better golfing experience."

"Tagmarshal has proved its worth by making players and caddies think about where they are on the course and the impact they might be having on others. The improvement in our round times proves this point. The system should not be viewed as a 'big stick' – it is designed to help players enjoy their golf in a supportive environment."

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