

THE COUNTRY CLUB AT CASTLE PINES

Average round time down to 4:04 with a 70% on pace and 91% within 10 minutes of goal time success rate.



The Country Club at Castle Pines

Course Name:

Course Type:

Private Club

PGA Head Professional:

Andrew Hedrick

Course Spec:

Jack Nicklaus Signature / Par 72

Mobility:

Carts

Solution Implemented:

Tagmarshal Premium

On-course experience management:

Ad-hoc by staff



Castle Rock
Colorado

Snapshot:

Located south of Denver, Colorado the Country Club at Castle Pines is the premier private country club in the region. The award-winning course provides an unmatched golf and social experience.

Achieving reasonable field flow at the time of implementing Tagmarshal, the member-owned facility was looking for a way to further enhance the playing experience, while optimizing operational efficiencies and reducing costs especially given their vast, low visibility terrain and operation.



"Our experience with Tagmarshal and it's unique functionalities, together with the implementation into our operation, has been exceptional. The data provided, for fact-based discussions and the occasional uncomfortable conversation with a slow play member, is an asset in our day to day operations.

Our members have embraced the system and are often, asking our on-course staff to review their live statistics and get an accurate status of their group."



Andrew Hedrick

PGA Head Professional | The Country Club at Castle Pines

Objectives:



Exceptional member and guest experience:

continuously exceed member expectations, through consistent on-course field flow, excellent pace of play and memorable playing experiences via actionable data.



Operational oversight:

oversee all on-course operations, in real time and ensure processes work efficiently and correctly.



Management and committee reporting:

provide management with intuitive tools to achieve maximum productivity while providing data-driven reporting to the club committee, enabling a culture of continuous improvement.



Member communication and accountability:

make use of insightful reports and live on-course data to pro-actively assist with non-confrontational support to address member and guest challenges.



Streamline operations and save costs:

through enhanced operational productivity, ensuring optimization of resources and staff hours.

Challenges:

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Increased round volume during peak season:
 Significant increase in rounds played in peak season, meant field flow, pace and consistency of the experience were influenced.
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Inconsistent member and guest experiences:
 The risk of inconsistent experiences due to slow, frustrating play, hold-ups or bottlenecks.
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Poor on-course experiences influences the bottomline:
 Negative experiences including late starts and play going over goal time have an immediate impact on the time members and guests can spend in revenue-generating outlets, such as the restaurant and pro-shop.
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Reputational risk:
 Negative reputational challenges influence new member recruitment and member retention, ultimately influencing the success of the club.
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Limited data and tools for continuous improvement tracking:
 Limited processes to record and analyse data, reduce opportunities to improve operational excellence, player experience optimization and limit ways to effect cost reduction.

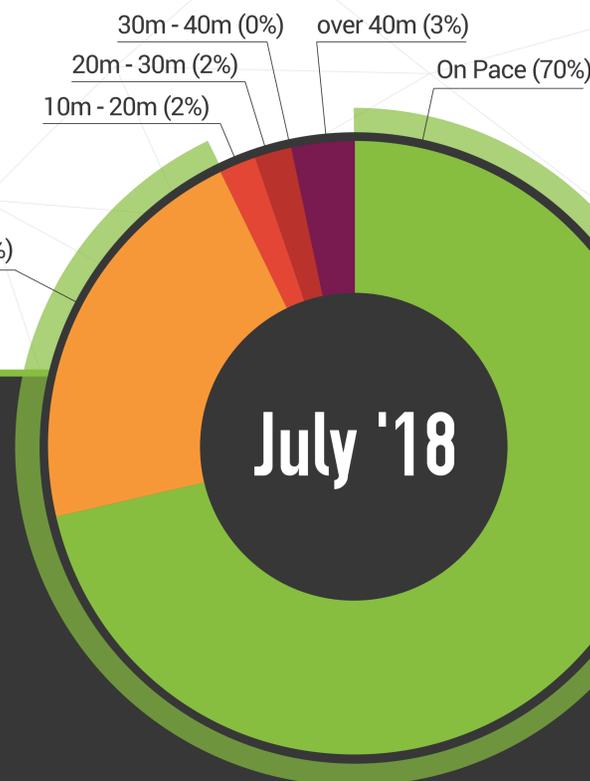
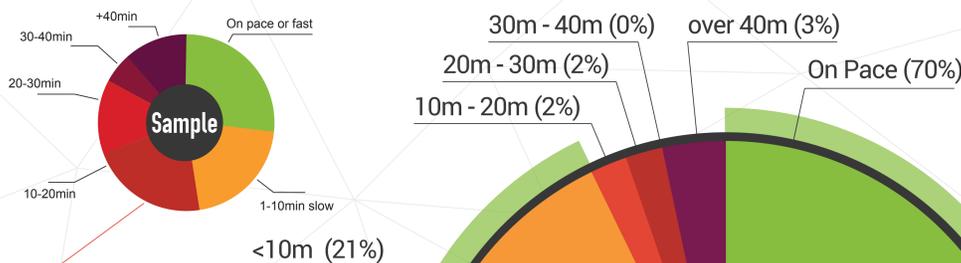
Data trends insight: Without effective management peak day / peak season volumes often result in negative course flow, with many groups over goal time while wait times and bottle necks reduce player enjoyment.

What we wanted:

While the field flow on our course was never bad, we required a smarter, efficient, more streamlined way of managing experience and flow on the course. We stand for an exceptional playing experience and with the course getting very busy in peak season and it being tough to manage due to terrain and vegetation, we wanted to find an effective solution do work smarter and provide an exceptional service.

“As we move forward with Tagmarshal, we are excited about the continued ground-breaking advancements being implemented as they influence our member experience as a whole.”

Andrew Hedrick
PGA Head Professional | The Country Club at Castle Pines

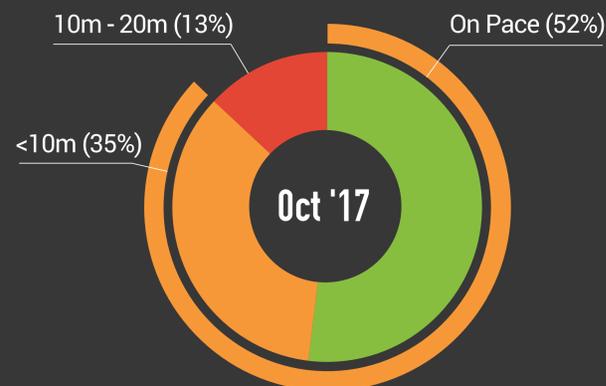


Results:

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Exceptional member and guest experiences via excellent field flow and pace of play - even in peak season:
 - Pace setters: groups playing on pace increased from 52% to 70%, even with volume increasing +500% in peak season from 710 rounds to 4101 rounds compared to initial (pre Tagmarshal) data.
 - Round times: decreased from 4:09 to 4:04, improving on the set goal time by 11 minutes
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Operational oversight:
 Management and staff are empowered with intuitive data-driven tools, enabling manage and easily analyze on-course operations in real-time allowing for efficient, pre-emptive support.
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Management and committee reporting:
 with a focus of return on investment, transparent and meaningful reporting functionalities readily meet the expectations and needs of the club management and committee.
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Member communication and accountability:
 members positively responded to the effort for a better experience that values their time and readily adopted the club's field flow and pace of play processes.
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Streamline operations and save costs:
 Continuous improvement via the system improves staff effectiveness and scheduling and reduces operational costs.

Baseline Data Findings: 30-days: 12 October - 11 November

Groups tracked: 237 / Rounds: 710
 Average round time: 4:09 versus 4:15
 On pace: 52%
 Note: End of season, low volume



Rounds: 710 rounds

July '18

Three months into main season: 30-days: 1 July - 31 July

Groups tracked: 1367 / Rounds: 4101
 Average round time: 4:04 versus 4:15 goal time
 On pace: 70% with a further 21% of play within 10 mins of goal time
 Consistency: Improved with minimal days over goal time

Rounds: 4101 rounds - almost +500% the play volume of initial data