CONWAY FARMS GOLF CLUB

Continuously advancing on-course golf traditions with a round time of 3:56 and a 70% on pace success rate.

CONWAY FARMS GOLF CLUB

Course Name:
Conway Farms Golf Club

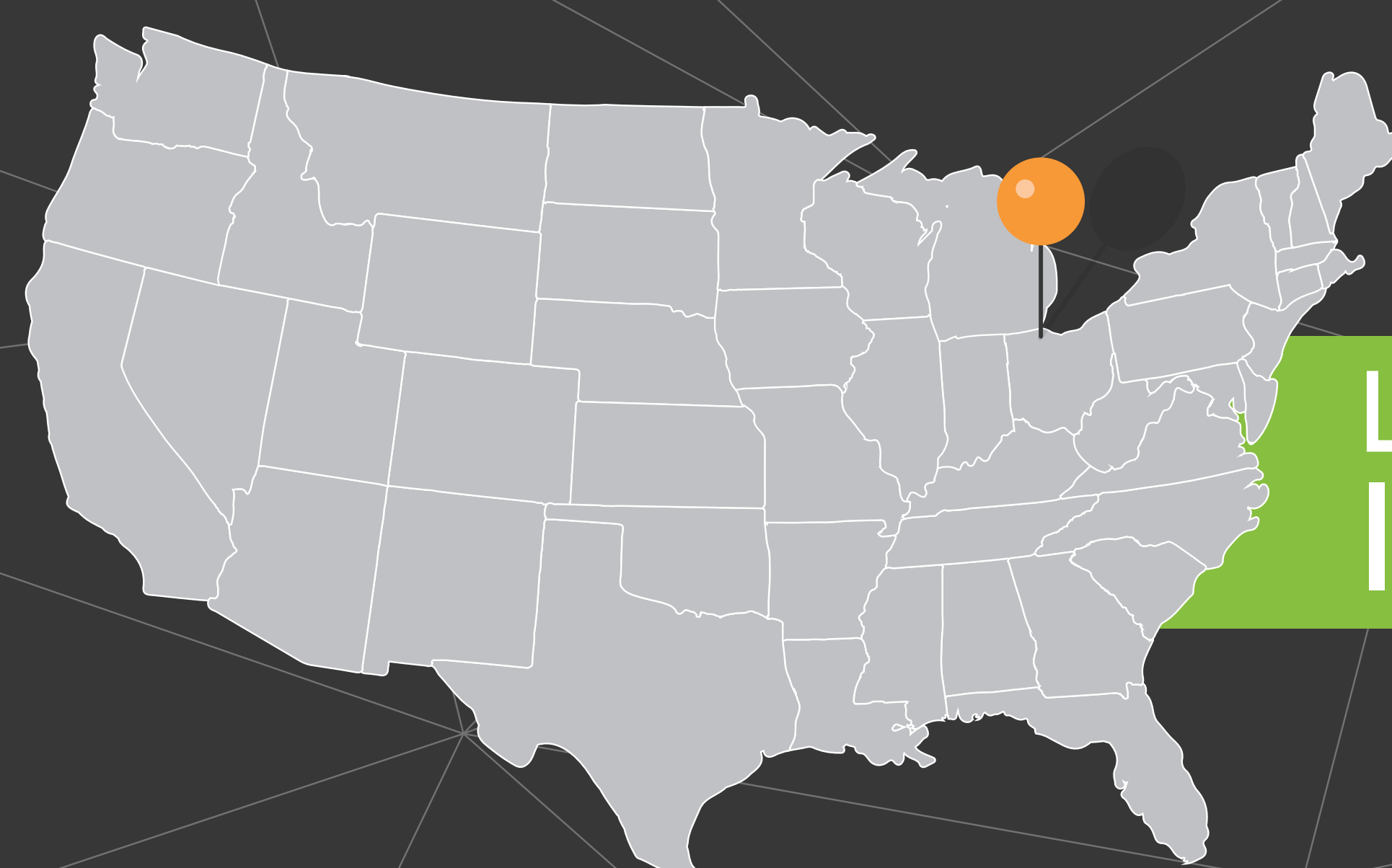**Course Type:**
Country Club with an Estate

PGA Head Professional:
Andrew Adamsick

Course Spec:
Tom Fazio | Par 72

Mobility:
Walking

Solution Implemented:
Premium

On-course experience management:
Caddies and On-Course Marshals

Lake Forest
Illinois

Snapshot:

Conway Farms Golf Club, situated in Lake Forest, Illinois, is an elite, award-winning Country Club. With membership by invitation only, and designed around the traditions of Scottish links golf, Conway Farms Golf Club is dedicated to the protection and preservation of the game, encouraging walking, fast play and strong support of amateur golf.

As a well-established golf facility with a mature housing development, Conway Farms required a technology solution that allowed them to enhance the player experience, monitor pace of play and maximize staff efficiences.

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Our staff are now armed with real, objective data about the pace for each round, which eliminates subjectivity from the equation when caddies or marshals need to encourage golfers to speed up.

It's easy to show the player real-time data on the course map. Our members are actually pleased to be accountable and the tags encourage self-regulation and self-awareness. It's not a policing mechanism, but an investment we're making to ensure our members are having a successful golf experience.

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Andrew Adamsick
PGA Head Professional | Conway Farms Golf Club

Objectives:

★ **Optimize the player experience:** Empower staff with real, objective data on the on-course experience, flow and pace, eliminating subjectivity when encouraging golfers play in a compliant fashion and respects everyone's time and experience.

An unobtrusive system that is respectful of classic golf values and tradition: We were looking for a system that was in line with our classic golf values. At the same time we wanted to go with the times and use technology to optimize operations and staff efficiences.

Ensure the safety of on-course players, in real-time: Remotely locate golfers on the course map and assist on-course staff as they bring golfers to safety in bad weather.

Cut out unnecessary costs and reduce overheads: Through streamlined operational efficiencies and on-course productivity, ensuring optimization of resources and staff hours.

Reporting to committee / board of directors: Provide a complete understanding of play volume and quality on the course to the board of directors with insightful qualitative data and analytics

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Challenges:

Uninformed staff without the tools to be proactive: A lack off intuitive, on-course tools put on-course staff, such as Marshals, on the back foot when approaching slow playing members and guest.

Increased rounds during peak periods: With an increase in member activity and rounds played during peak periods, field flow, pace of play and consistency are influenced considerably.

Inconsistent member and guest experiences: Inconsistent on-course experiences due to slow, frustrating play, hold-ups or bottlenecks negatively affect the golfer's enjoyment.

Staying relevant and ahead of the curve: Become stagnant in the approach to field flow and fall behind the standards and expectations of members and guests, negatively affecting new member recruitment and member retention.

Limited data and tools for transparent reporting: Achieve maximum productivity with minimum wasted effort while providing intuitive, data-driven feedback to the board of directors.

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Optimizing staff at peak hours, confirming operational efficiencies, and giving the on-course team the data to manage the pace of play in a professional and objective manner are immediate benefits of using pace-of-play technology.

There is also an element of security that comes with being able to track every group on the course. Within the first month of adopting Tagmarshal, I was away from the course at a family party when the weather alarm went off indicating lightning strikes were quickly closing in on the course. From the party, I was able to remotely locate golfers on the course map and monitor the carts as they swiftly brought all golfers to safety.

That peace of mind and the ability to quickly get members to safety in an emergency situation like that has been an immeasurable benefit of the technology.

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Andrew Adamsick
PGA Head Professional | Conway Farms Golf Club

What we wanted:

While we weren't convinced that the course "needed" pace-of-play technology, we were looking to stay ahead of the curve in providing members with the best golf experience.

Our mission to continuously advance the traditions of golf, including fast play, no tee times, walking the course with a caddie, respecting fellow participants, and supporting championship golf, was a prominent facet of our club's culture and success.
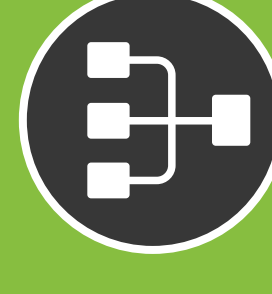
To support our mission, while ensuring an enjoyable, seamless and traditional golf experience for members and guests during the 18,000 rounds played each year, we required data intelligence and technology to monitor pace of play, enhance player experience, and maximize staff efficiecy.

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The unobtrusive GPS tracking tags and easy-to-use data analytics have made adopting the technology into our operations a simple, gratifying process.

The data and statistics collected from Tagmarshal on pace of play prepares you for your board meeting noting the value of having a complete understanding of play on the course.

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Todd Marsh
CCE - COO | Conway Farms Golf Club

Results:

Optimize the player experience: Ultimately improving efficiencies, saving costs and increasing revenue with actionable data and intuitive technology

An unobtrusive system that is respectful of classic golf values and tradition: The system has proven to be right in line with our values and was easy to adopt. It empowered management and staff with intuitive data-driven tools, including smart analytics, enhancing the on-course experiences. Prioritized notifications allows on-course staff to provide non-confrontational assistance at the right place and right time.

Ensure the safety of on-course players, in real-time: Player safety in bad weather is a big plus. Up to the minute on-course group positioning with intuitive live course maps is a great asset.

Reallocate staff hours and operational overheads efficiently: Streamlined staff rostering to achieve maximum productivity during peak periods with minimum wasted effort and reduced operational expenses.

Real-time reporting that meets the expectations of the committee: Transparent and individualized reporting functionalities on course flow, hole by hole and also player performance are easily tailored to meet expectations and needs of the club committee and board of directors.

3 months into main season:
30-days: 22 April to 31 July 2018

Groups tracked: **1,274**
Rounds tracked: **3,949**
Average round time: **3:56:51** versus **4:06:00**
On pace: **55%** with
76% being within 10 minutes of goal time

The Tagmarshal stats page shows the consistency in course flow and experience the course can now provide. It also shows: hole by hole stats, starter accuracy and pace distribution over the time period all well managed and well balanced. The 'Playing Group Performance' bar graphs illustrating each day in a month period with green successful and on pace.