# DATA-DRIVEN REPORTING FOR *MULTI-COURSE OPERATORS*

**TAGMARSHAL®**
golf course optimization

Multi-Course Operators (MCOs) face a unique set of challenges - **achieving steep revenue targets,** while optimizing the player experience and on-course **operational efficiency.**

It's critical that MCOs have **reporting that provides insight into their facilities' performance** - both from a **group and course perspective**, to drive revenue.

Leading MCOs like **KemperSports, Advance Golf** and **Premier Golf** (a subsidiary of Troon) are achieving excellent results using group reporting.

## TAGMARSHAL'S *INNOVATIVE, DATA-DRIVEN AND CONSOLIDATED REPORTING* INCLUDES KEY ON-COURSE METRICS:

- High-level view of on-course operations performance vs. objectives.
- Ability to create benchmarks to track and optimize against.
- Correlation between added tee sheet capacity and impact on player experience.
- Quantify operator efforts and resultant outcomes.
- Visibility of team engagement and the effect across facilities.
- Creates a basis to charge premium rates.

**USGA research** shows marshal interactions are polarizing - scoring highly as positive attractors and negative detractors. **Tagmarshal's marshal notes and interactions provide insight into this key indicator.**

**TAGMARSHAL®**
golf course optimization

## 1 PASSIVE GROUP REPORTING:

- Passive tracking allows the operator to collect **key data insights** and metrics.
- **Monthly single overview** of rounds tracked, round times, on pace %, and marshal notes.
- **System engagement** - tracking of user interactions to make sure each course is fully utilizing Tagmarshal.
- **Monthly tracking dashboard:** by course or on group level.
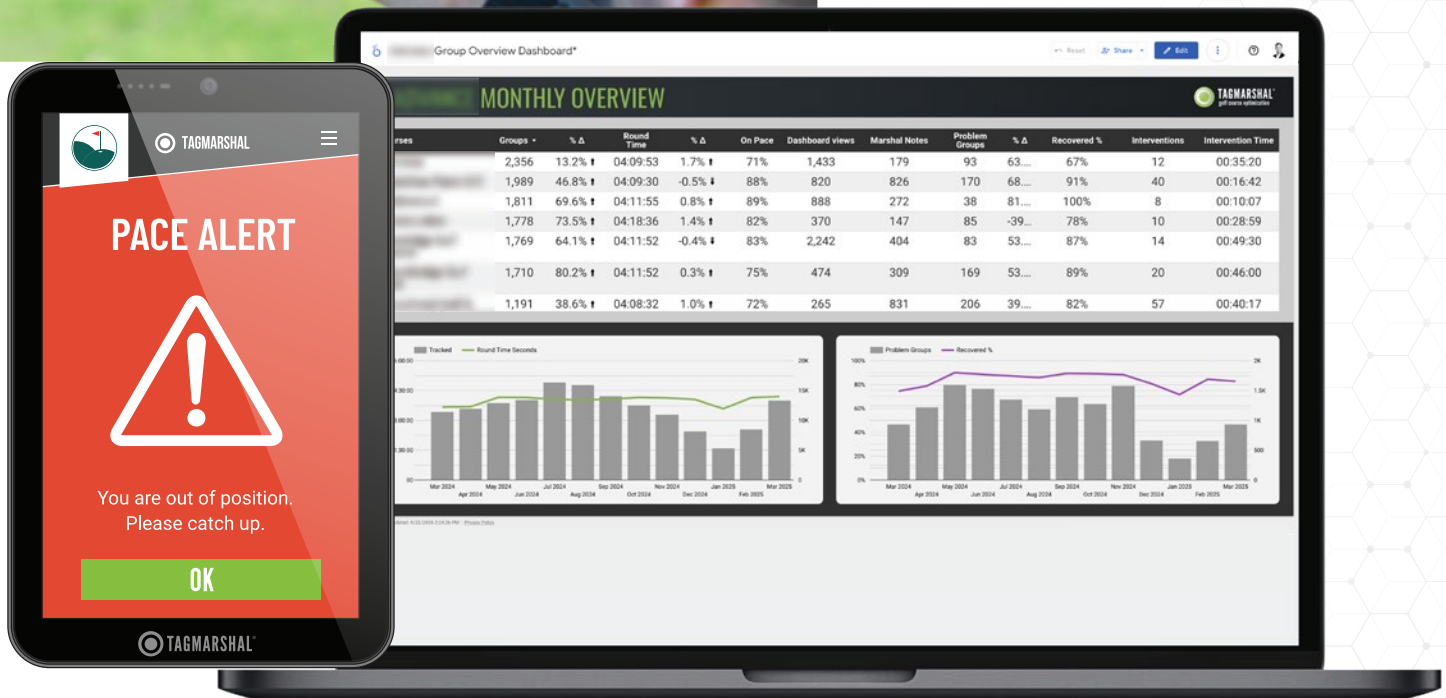


**TRACKING DASHBOARD**
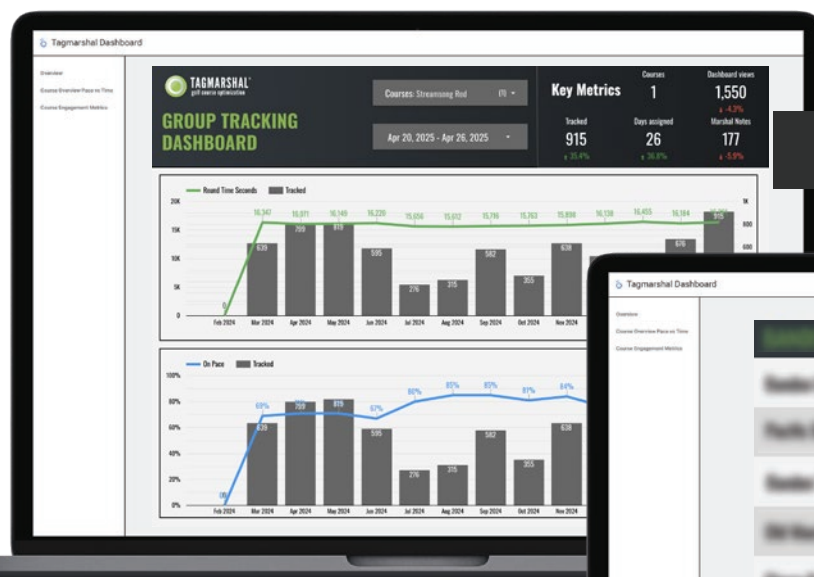
- High-res 2Way cart screens used for **direct messaging** with players.
- Actionable tracking uses AI for automated identification of **Pace Disruptors,** recovery and intervention success rates, and intervention time.
- **Reporting frequency:** Tailored to daily, weekly and monthly reporting increments.

### PACE DISRUPTORS:

- Uses automation to proactively identify playing groups that are out of position (10 min behind interval time) and 10 min behind goal time and tells Player Assistant/Marshal where to go.
- Notifications are automatically sent to pro with on-screen alert for players.
- The facility changes the outcome by proactively identifying these groups and intervening in real-time.



**MONTHLY OVERVIEW**

| Groups | % Δ | Round Time | % Δ | On Pace | Dashboard views | Marshal Notes | Problem Groups | % Δ | Recovered % | Interventions | Intervention Time |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 2,356 | 13.2% ↑ | 04:09:53 | 1.7% ↑ | 71% | 1,433 | 179 | 93 | 63.... | 67% | 12 | 00:35:20 |
| 1,989 | 46.8% ↑ | 04:09:30 | -0.5% ↓ | 88% | 820 | 826 | 170 | 68.... | 91% | 40 | 00:16:42 |
| 1,811 | 69.6% ↑ | 04:11:55 | 0.8% ↑ | 89% | 888 | 272 | 38 | 81.... | 100% | 8 | 00:10:07 |
| 1,778 | 73.5% ↑ | 04:18:36 | 1.4% ↑ | 82% | 370 | 147 | 85 | -39... | 78% | 10 | 00:28:59 |
| 1,769 | 64.1% ↑ | 04:11:52 | -0.4% ↓ | 83% | 2,242 | 404 | 83 | 53.... | 87% | 14 | 00:49:30 |
| 1,710 | 80.2% ↑ | 04:11:52 | 0.3% ↑ | 75% | 474 | 309 | 169 | 53.... | 89% | 20 | 00:46:00 |
| 1,191 | 38.6% ↑ | 04:08:32 | 1.0% ↑ | 72% | 265 | 831 | 206 | 39.... | 82% | 57 | 00:40:17 |

- **Bespoke reporting requirements** (e.g. rounds on pace, groups tracked).
- Includes **reporting on caddie and green speed performance.**
- **Monthly and daily view,** as well as day segments.
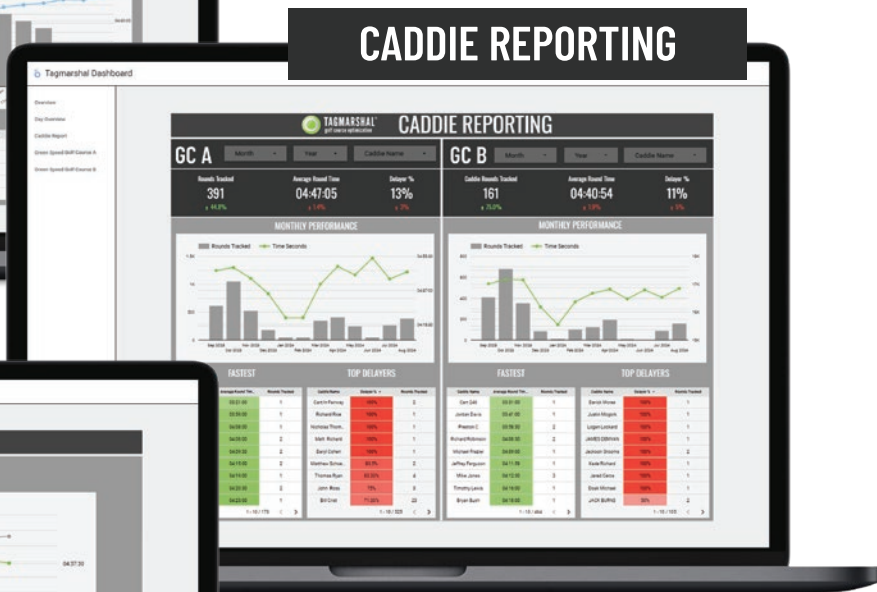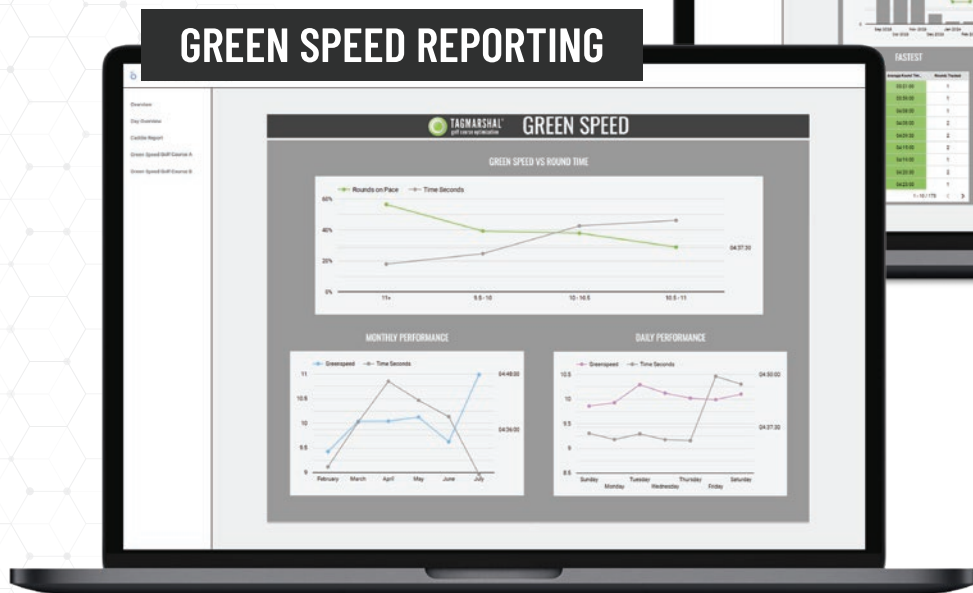- Aids application of **variable goal times and optimal resource allocation.**


MONTHLY OVERVIEW


DAILY OVERVIEW


CADDIE REPORTING


GREEN SPEED REPORTING