1. **Subject**

The purpose of this document is to develop and detail a process which will allow Visitor and Guest details to be captured, this data can then be used in processes which are aimed at increasing the number of Visitors/Guests that return or become members of the golf club.

1. **Reason for Process**

The Visitor/Guest information is needed for a number of reasons:

* 1. The Club can monitor who plays the course.
  2. The collected data can be used to target Visitors/Guests with promotion and offers aimed at getting the Visitor/Guest to return or become a member.
  3. Help with monitor who is on the course.

1. **Overview of Process**
   1. When Visitor/Guest pays their green fee, the person taking the fee will complete the data capture form.
   2. The non data half of the form will be given to the Visitor/guest to be used to show green fees have been paid.
   3. The data half of the form will be stored.
   4. At the end of the day the completed data capture forms are passed to the club secretary.
   5. The Club Secretary will enter the data into the Visitor/Guest database (excel spreadsheet).
   6. The daily collection sheets will be stored in envelopes incase need at a later date.
   7. The information is used to communicate the club survey via the Customer Feedback Tracker.
2. **Staff Involved**
   1. Club Professional
   2. Club Assistant Professional
   3. Pro shop assistants
   4. Club secretary
   5. Club house bar staff.
3. **Data capture form**
   1. The Data capture form will need to be designed
   2. The form will have two parts. One for data collection the other to be used by the Visitor/guest to identify that green fees have been paid.

Data required on the form

* + 1. Visitor/Guest First name
    2. Visitor/Guest Surname
    3. Visitor/Guest Post code
    4. Visitor/Guest Email address
    5. Visitor/Guest Mobile phone number
    6. Visitor/Guest Home club Name
    7. Date
    8. Time
    9. Would not like promotion info emails
  1. Information to be printed on the form (given to Visitor/Guest)
     1. Terms and conditions
     2. Club Logo
     3. Club web site address
     4. Thank you and hope to see you again wording

1. **Visitor/Guest database.**
   1. The database needs to be designed
   2. If Using GUW spreadsheet
      1. Obtain Spreadsheet
         1. By when
         2. Who
   3. Data to be collected.
      1. If using GUW Spreadsheet add any missing data items to following list
      2. List of data required
         1. Title (Mr, Mrs, Miss, etc)
         2. First name
         3. Surname
         4. Post code
         5. Email Address
         6. Mobile Phone number
         7. Last Visit date
         8. Last Visit time
         9. Home Club
         10. Fee Paid
   4. Backup /Restore of database
      1. Who
      2. When
      3. How
      4. Backup storage location
2. **Training.**
   1. All Pro shop staff – Time – 1 Hour
   2. Clubhouse bar staff – Time – 1 Hour
   3. Database training – 1 Hour
   4. Produce training materials
      1. Guide on using data collection form
      2. Full process documentation giving spreadsheet location etc.
3. **Hardware/Software requirements**
   1. PC to enter data collection forms
   2. Excel spreadsheet to be used.
      1. File storage location
   3. External backup drive to be used to backup the spreadsheet.
   4. Disaster recovery
      1. How to enter data if normal PC fails
      2. How to restore spreadsheet if required.
4. **Costs**

|  |  |  |
| --- | --- | --- |
| Type | Estimated Cost | Actual Cost |
| Form Design cost |  |  |
| Form Printing Cost |  |  |
| PC |  |  |
| Microsoft excel |  |  |
| External Backup drive |  |  |
| Backup secure storage location |  |  |
| Pro shop costs |  |  |
| Ongoing costs. Reprinting forms |  |  |