



## **Knowing Your Customer**

# **Customer Feedback Tracker Guide**



**GOLFING UNION  
OF IRELAND**



**PGA** The Professional  
Golfers' Association

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## WHY GATHER CUSTOMER FEEDBACK?

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Reaching out to your members and visitors for feedback is an essential component of a successful club, and one we strongly recommend should be done on a regular basis. Customer Feedback surveys are an invaluable tool to help clubs retain customers, build on existing relationships and start new ones. If you want to stay ahead of the competition, you should never stop listening to customer feedback, whether it is positive or negative.

Here are our Top Five reasons why you should regularly seek feedback from your customers:

**1. Determine Member Satisfaction**

This will help you to target areas of low satisfaction for improvement and identify areas of high satisfaction to provide well-deserved praise for hard-working committee members and staff.

**2. Attract New Members**

The most effective sales force is a highly satisfied existing membership. Highly satisfied members are much more likely to recommend membership to others.

**3. Improve Customer Retention**

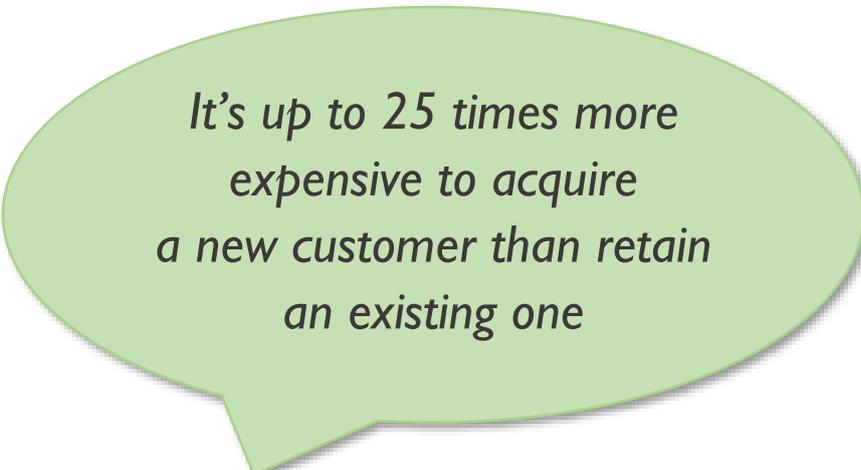
A happy customer is more likely to renew or re-visit. Regular surveys can help you keep your finger on the pulse of the club.

**4. Open Lines of Communication**

Allow members to participate in “their” club and let them know that those leading the club really want to know how they feel about their club experience.

**5. Help You Make Better Business Decisions**

The best business decisions are made based on data, not hunches.



*It's up to 25 times more  
expensive to acquire  
a new customer than retain  
an existing one*

## THE CUSTOMER FEEDBACK TRACKER

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The Customer Feedback Tracker (CFT) is an online platform that allows clubs to collect survey-based feedback from their members and visitors. It is easy to use and can be tailored to suit the questions you want to ask. The CFT will also allow clubs to benchmark different operational areas of their course and clubhouse against regional and national averages to help analyse the perception of the club against competitors and strategically plan improvements and investments.

Additional features of the CFT include:

- A wide range of questions that cover all areas of your club
- Automated launch and collation of the survey into reports and graphs
- Ability to identify members willing to volunteer at your club



The CFT is provided by the CGI to all clubs affiliated by the GUI & ILGU and allows you to simply design three types of survey:

1. Member Satisfaction Survey (MSS)
2. New Member Satisfaction Survey (NMS)
3. Visitor Satisfaction Survey (VSS)

To get started, just select the questions you wish to ask, upload your contacts and launch to your members and visitors.

The CGI Club Support and Participation team can help your club to access your login details, set up your first survey, review results, advise and support your club throughout the process.

## POST MEMBER SURVEY KEYS TO SUCCESS

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We encourage clubs to communicate the results of member surveys, as well as any actions that will be undertaken with committee members, staff and the members themselves. In our experience, clubs who have sought feedback from members through surveys or members focus groups and then not shared the outcomes has led to unhappy members and led to a weaker response to future surveys.

The feedback passed to members does not have to be extensive, but a summary will be of interest and well received.

- ✓ **Act Quickly**  
(don't sit on the results for six months!) When surveys are conducted, members look forward to seeing the results and the possibility of change within the club. The members will be open to assist in implementing plans based on the needs they have identified. Strike while the iron is hot!
- ✓ **Select target areas**  
Try to narrow down the data supplied into key target areas. Clarify your positive and negatives and break them down into, Strong, Okay, or needs improvement. This will help you focus on the key areas for improvement.
- ✓ **Develop and implement action plans**  
To ensure your plan for a targeted area has the best chance of being achieved, outline a simple action plan for each. These do not need to be complicated but should include:
  1. Brief description of the targeted area
  2. The objective
  3. How will it be measured?
  4. The actions to be taken
  5. The required resources
  6. Due Dates for each action
  7. Who is responsible for each action?
- ✓ **Communicate with the members and staff**  
Sharing your findings, both positive and negative, along with an action plan, sends the message to members and staff that the club management considers them to be important stakeholders in the success of the golf club. Holding members information evenings to showcase the results are becoming popular, and it should form part of your communications plan.
- ✓ **Make it a yearly survey**  
This will help you track data and monitor your progress as a club.

### FINALLY!

- ✓ **Speak with your designated Club Support Officer**  
They are here to help your club!

# HOW TO USE THE CUSTOMER FEEDBACK TRACKER

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Using the CFT is a simple process, and the CGI team can help to familiarise your club with the CFT system through one to one training if required. There is also a handy user guide included from page seven onwards split into the following parts:

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If you prefer to watch a video, our colleagues at Wales Golf have created some excellent short tutorials showcasing how to use the most important aspects of the CFT and can be accessed by clicking the links below:

CFT Introduction – [CLICK HERE TO VIEW](#)

CFT Survey Creation – [CLICK HERE TO VIEW](#)

CFT Member & Visitor Upload – [CLICK HERE TO VIEW](#)

CFT Survey Launch – [CLICK HERE TO VIEW](#)

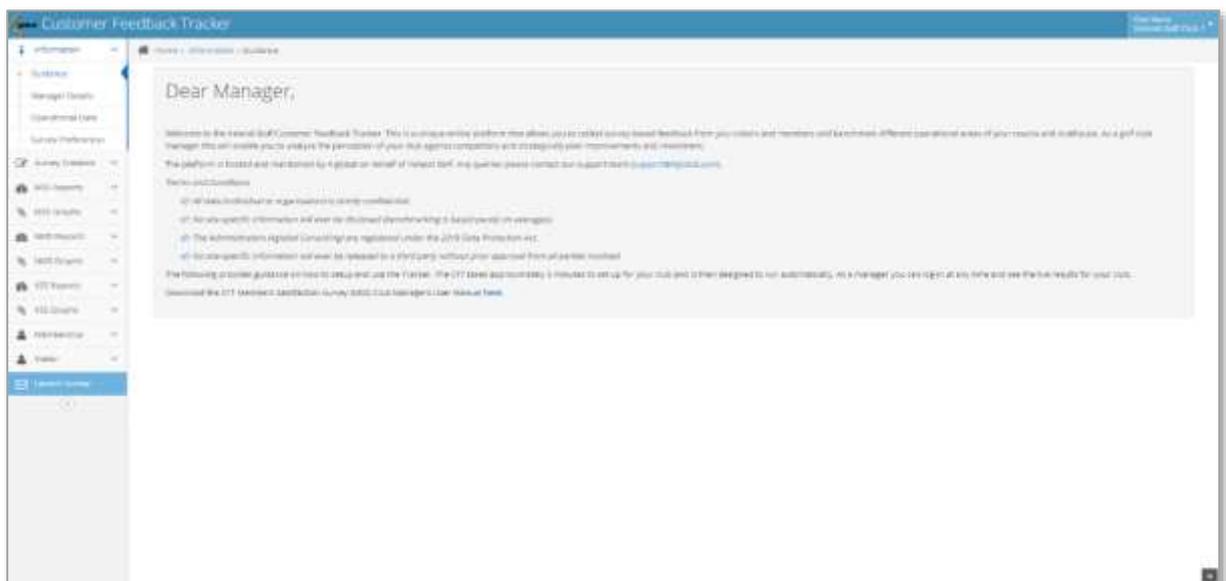
CFT Reports & Graphs – [CLICK HERE TO VIEW](#)

## PART I - ACCESSING & SET-UP OF THE CUSTOMER FEEDBACK TRACKER

1. Access the Ireland Golf CFT through [www.ire.golfdatabus.com/login.php](http://www.ire.golfdatabus.com/login.php) and enter your Username and Password details to log in



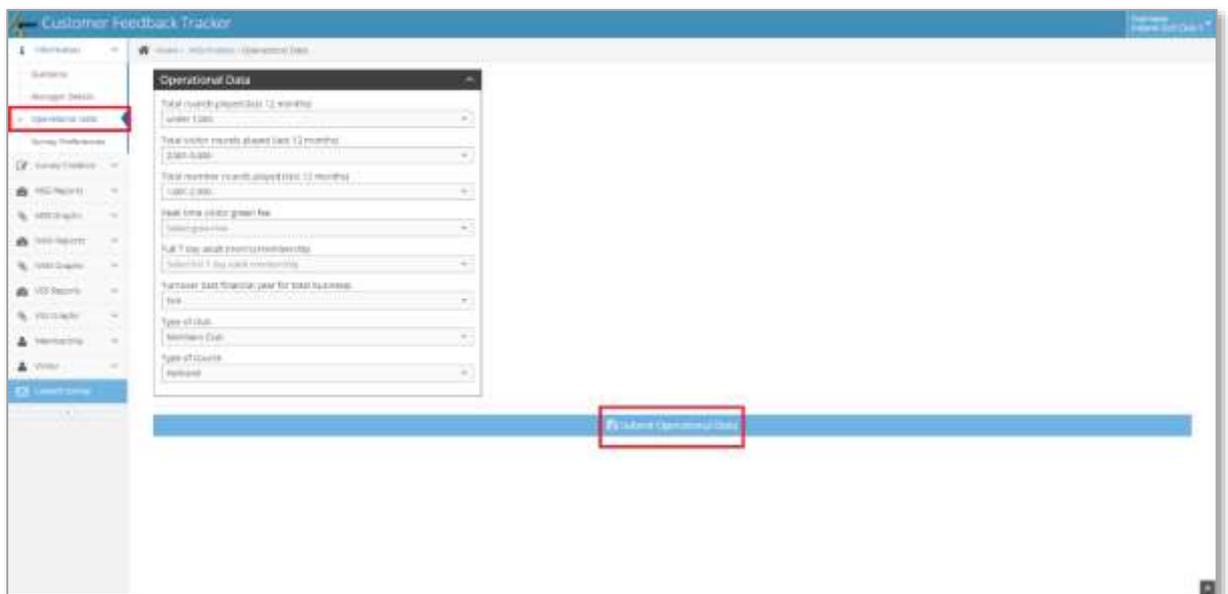
2. The landing page once logged in contains all the guidance information and brings out a menu bar on the left-hand side of the page. For any queries unanswered through this document, use the guidance email for support.



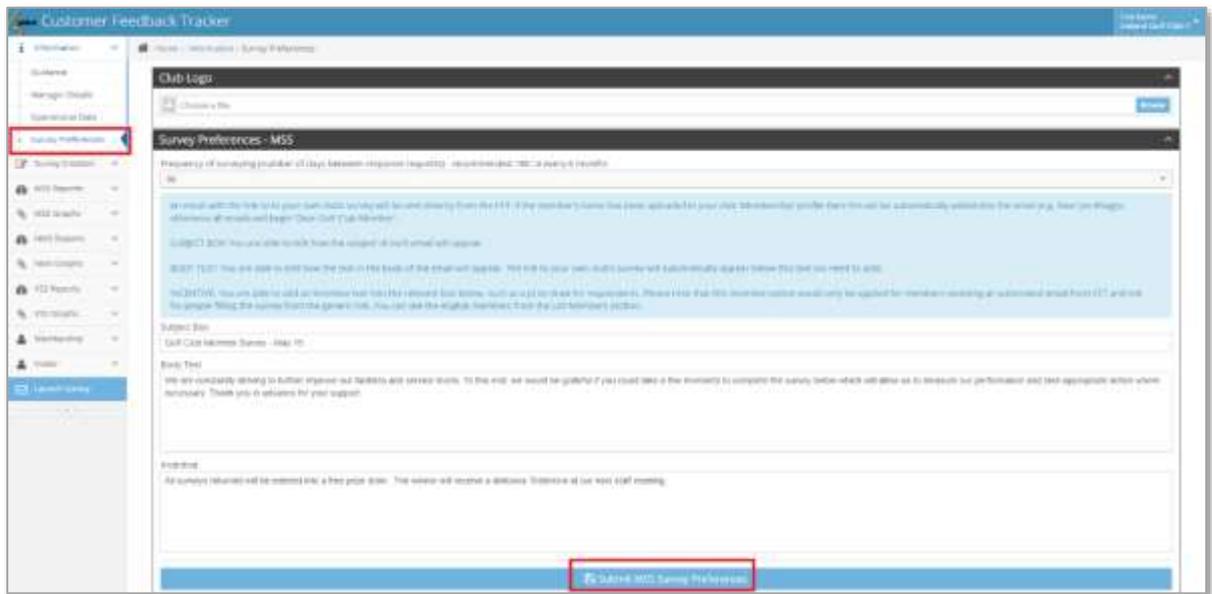
- From the left-hand side menu, access the Manager Details to edit any personal information such as name, surname, email and password, select Submit when done.



- Update all golf club Operational Data through the button on the left-hand menu. Select the correct items from each drop-down and Submit when done.

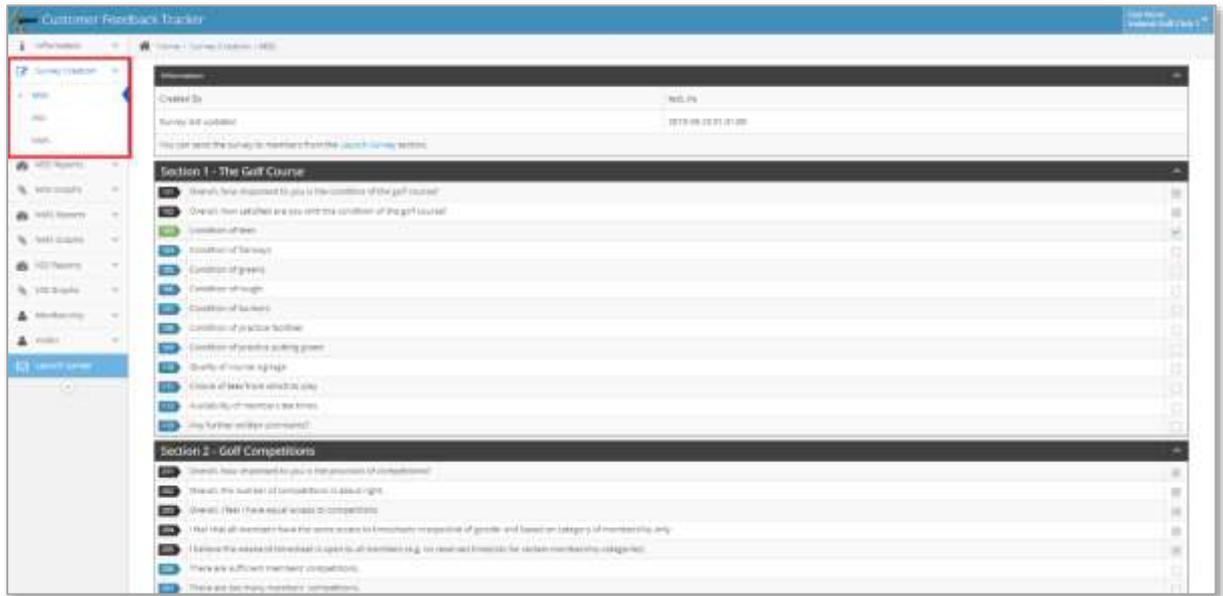


- Complete the golf club **Survey Preferences** through the pages on the left-hand menu. Here you can upload a club logo through Browse > Select an image file > Open. Finish the rest of the Survey Preferences by completing the **Frequency of Surveying**, **Subject Box**, **Body Text** and **Incentive**. Complete and save all the changes through **Submitting** the inputs. Do this for both the **Member Satisfaction Survey (MSS)** and the **New Member Satisfaction Survey (NMS)**.

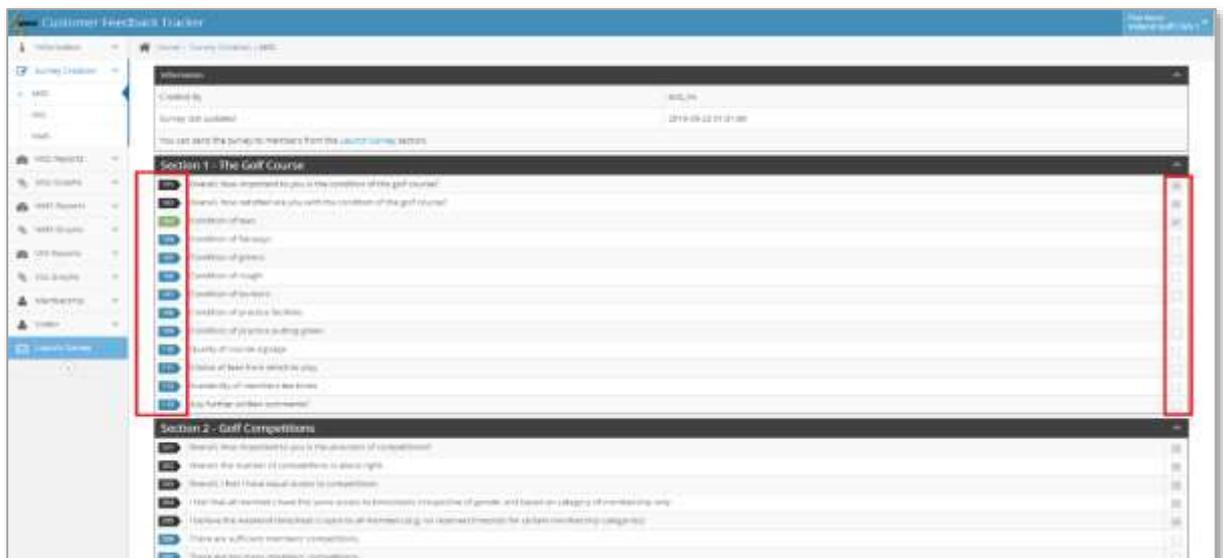


## PART 2 – SURVEY CREATION

1. Surveys are created through the **Survey Creation** page on the left-hand side menu. Here you can select the creation of three types of surveys:
  - a. Member Satisfaction Survey (MSS)
  - b. Visitor Satisfaction Survey (VSS)
  - c. New Member Satisfaction Survey (NMS)



2. The Member Satisfaction Survey has several different sections, each with a set type of questions. Creating your survey is done through selecting the tick-box on the right-hand side of each question. Selecting a question will make the question number turn from **blue** to **green**. The questions with **black** numbers are compulsory to ask, though not compulsory for users to answer.



- Section 14 has customisable questions where users always score 1-10. Fill in the question and select update to save the changes. Don't forget to tick the box to make sure it is/not included in the created survey. Once done with selecting the questions, select **Submit** to save the survey.

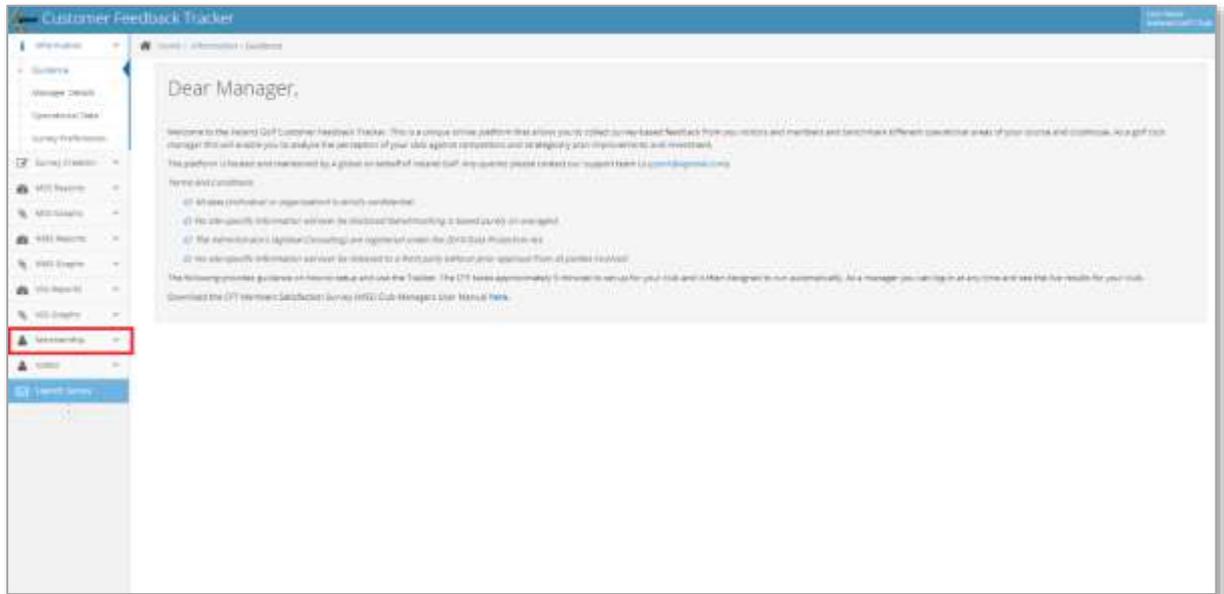


- The **Visitor** and **New Member Satisfaction Surveys** include information about **creation**, **last update** and **survey link**. NMSs are automatically sent out to members once they've completed X number of days at the club, but the link can also be used to send it out directly. The VSS survey link can be copied and sent out on an individual basis. Surveys creation functions in the same way across all three surveys.

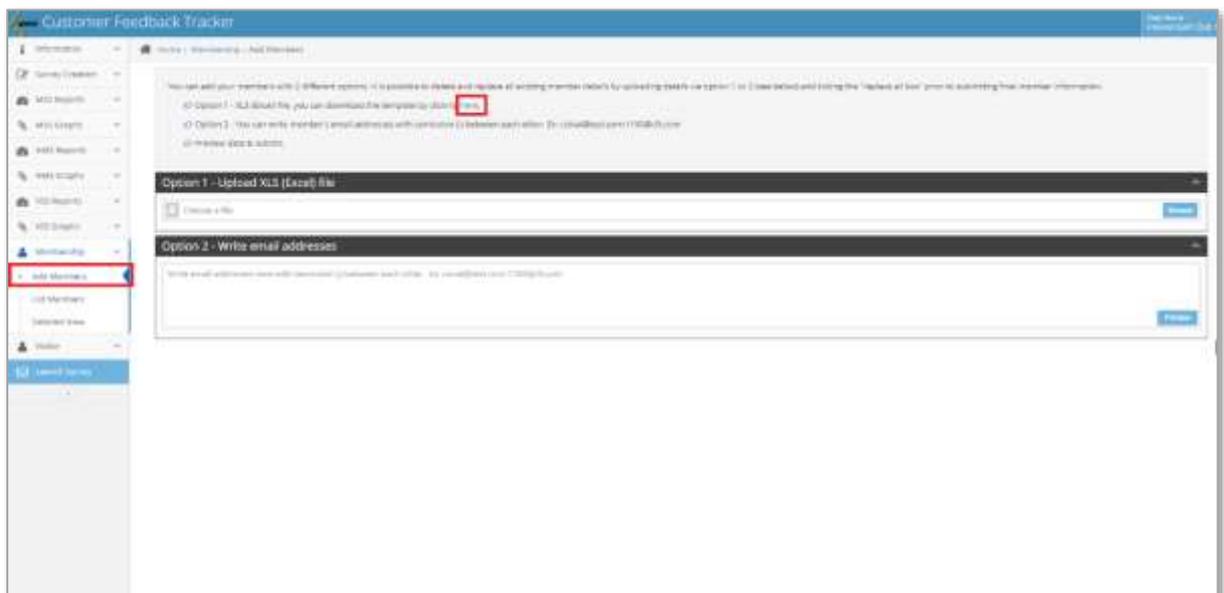


## PART 3 – MEMBERS

- Members can be added to the CFT platform through the **Membership** page on the left-hand side menu.



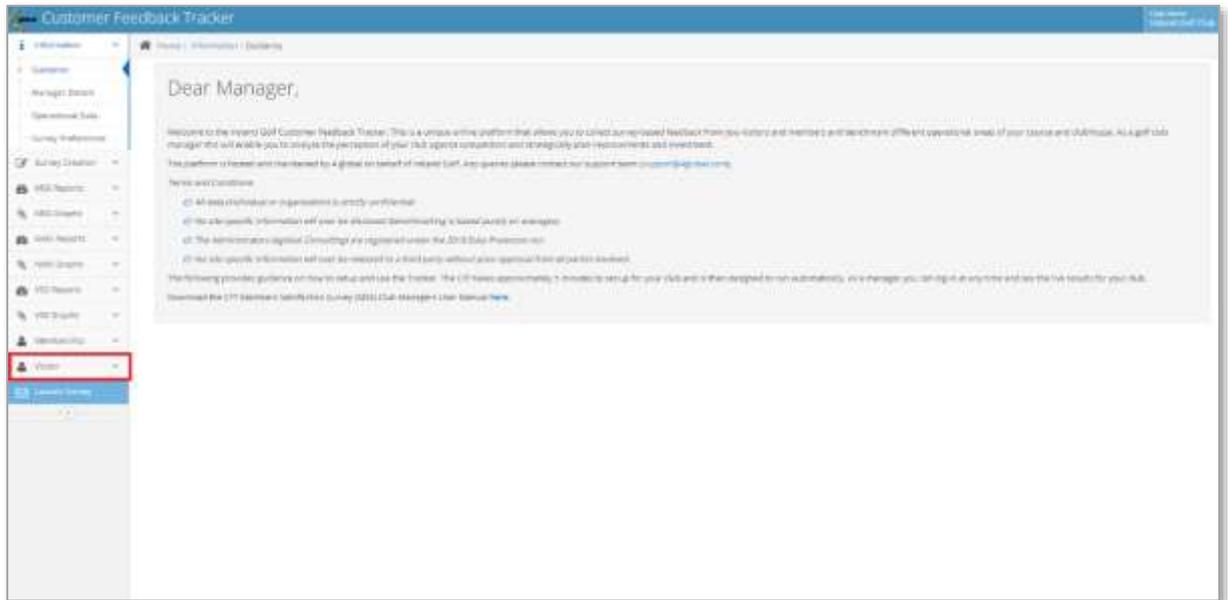
- Members can be added through uploading an Excel file with all the member information in the template format, downloaded through the **Here** button at the top of the page. Use the **Browse > Select Member Excel File > Open**.





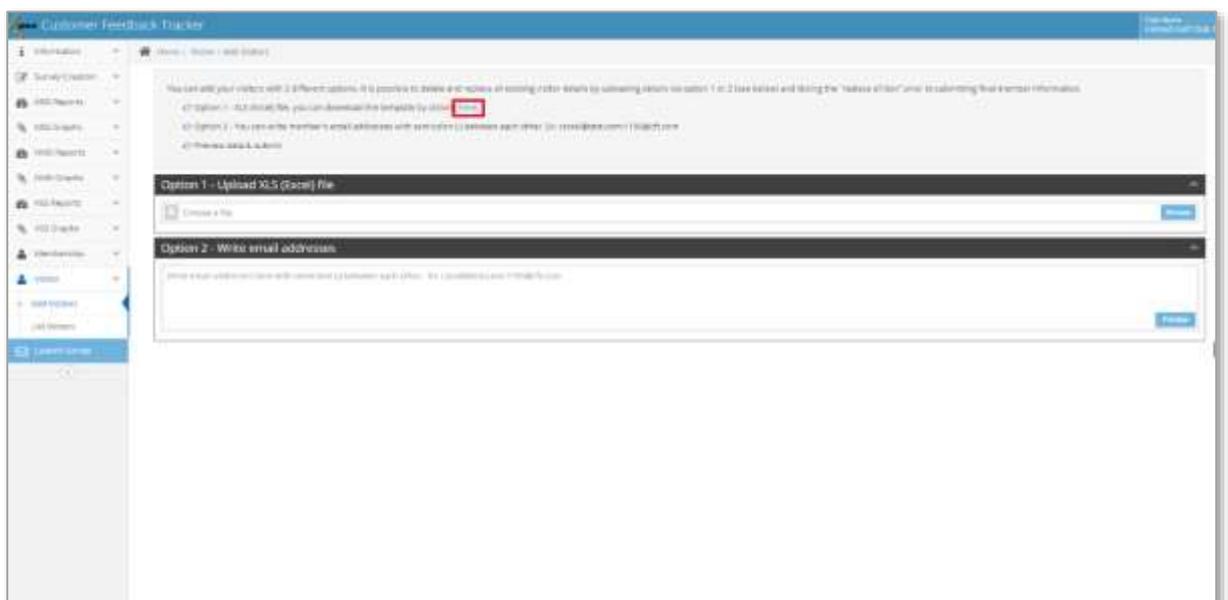
## PART 4 – VISITORS

1. Visitors can be added through the **Visitors** page on the left-hand side menu.

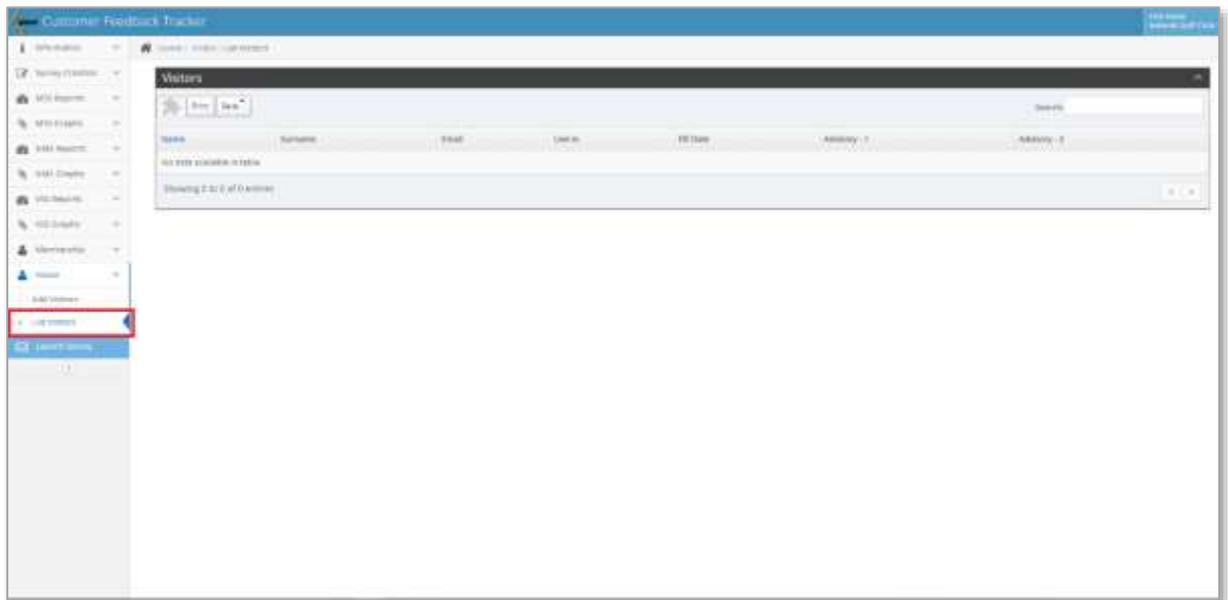


2. Visitors can be added through uploading an Excel file with all the visitor information in the template format, downloaded through the **Here** button at the top of the page. Use **Browse > Select Visitor Excel File > Open**.

Alternatively, emails can be added through writing in the emails separated with a semicolon (;). Press **Preview** button once done, validate the list, and complete the upload by selecting the **Upload Data** button.

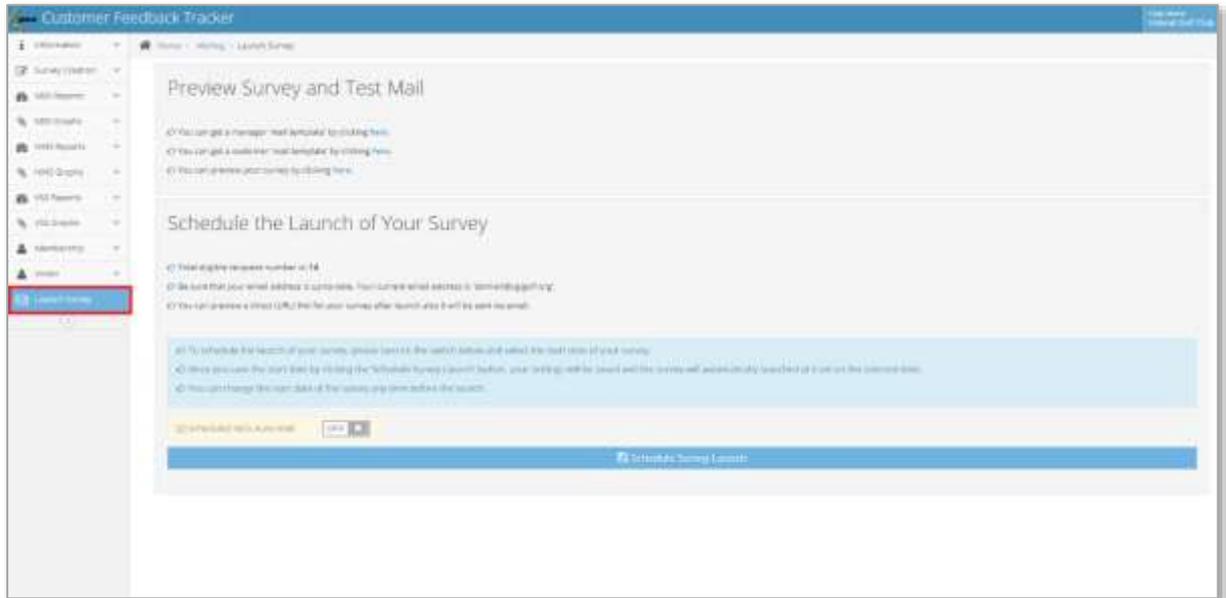


3. Your **Visitors List** can be viewed through the left-hand side menu.

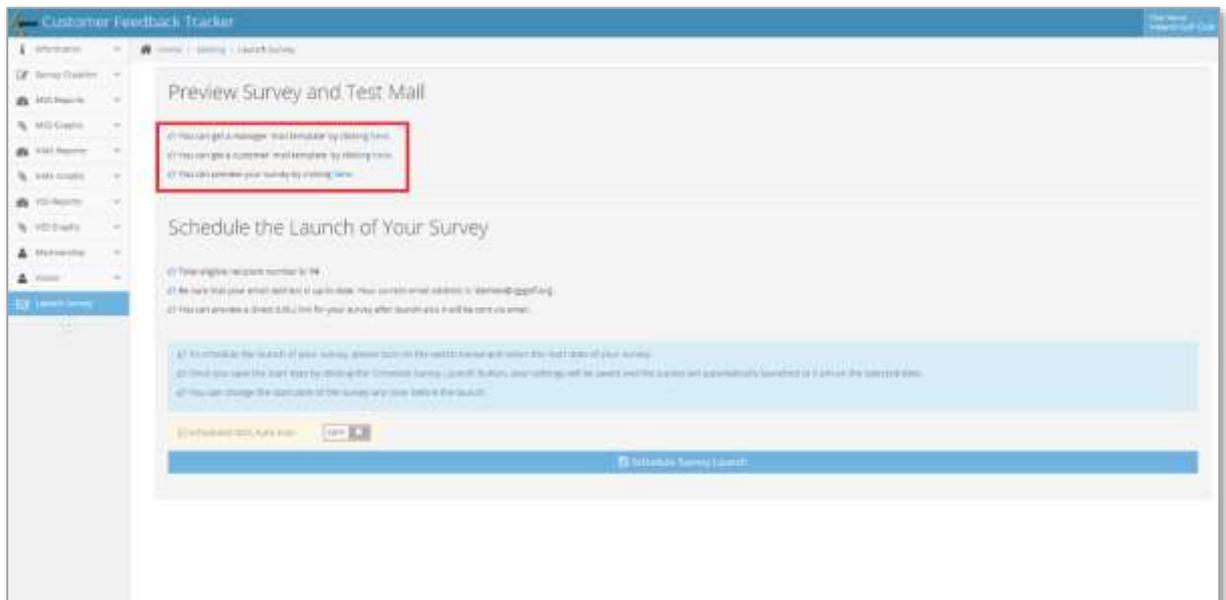


## PART 5 – SURVEY LAUNCH

- Once a survey has been created and submitted, go to the **Launch Survey** page through the left-hand side menu.



- To receive an email preview of the created survey, select the **Here** buttons at the top of the page. A preview will be sent to the email address in **Manager Details**.



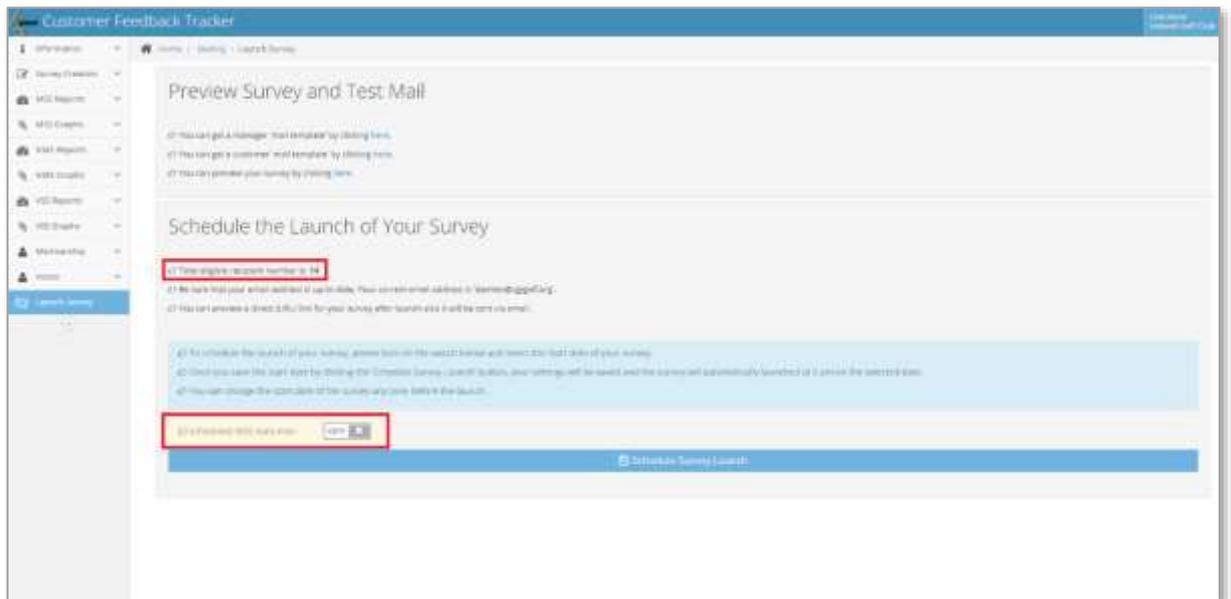
3. To preview the survey online, select the **Here** button in the third line.



4. The preview will look like the below, where you can view the survey just like the Members, Visitors and New Members you are sending it to.

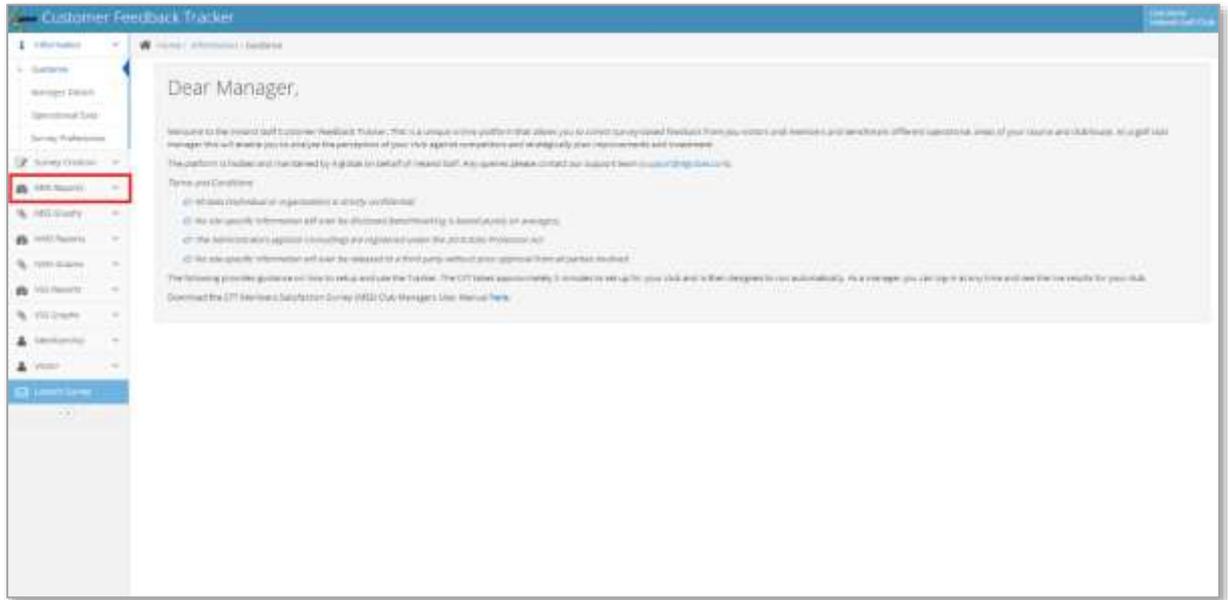


- The second part of the page is scheduling the survey launch. Visible is the total eligible number of recipients. To schedule the launch, switch the **Scheduled MSS Auto-Mail** on and select the date of launch. The earliest possible launch date is the day after. The launch time is always 9 am on the selected day. Start date can be changed any time before the launch. Don't forget to select the **Schedule Survey Launch** button to save your changes and finalise its launch.

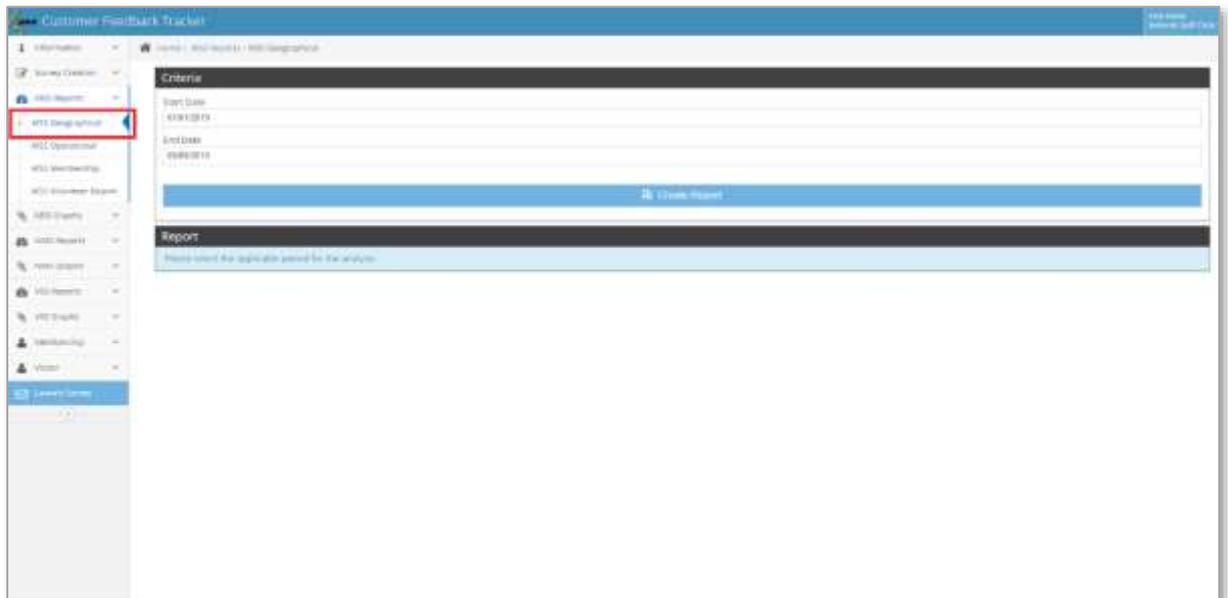


## PART 6 – REPORTS

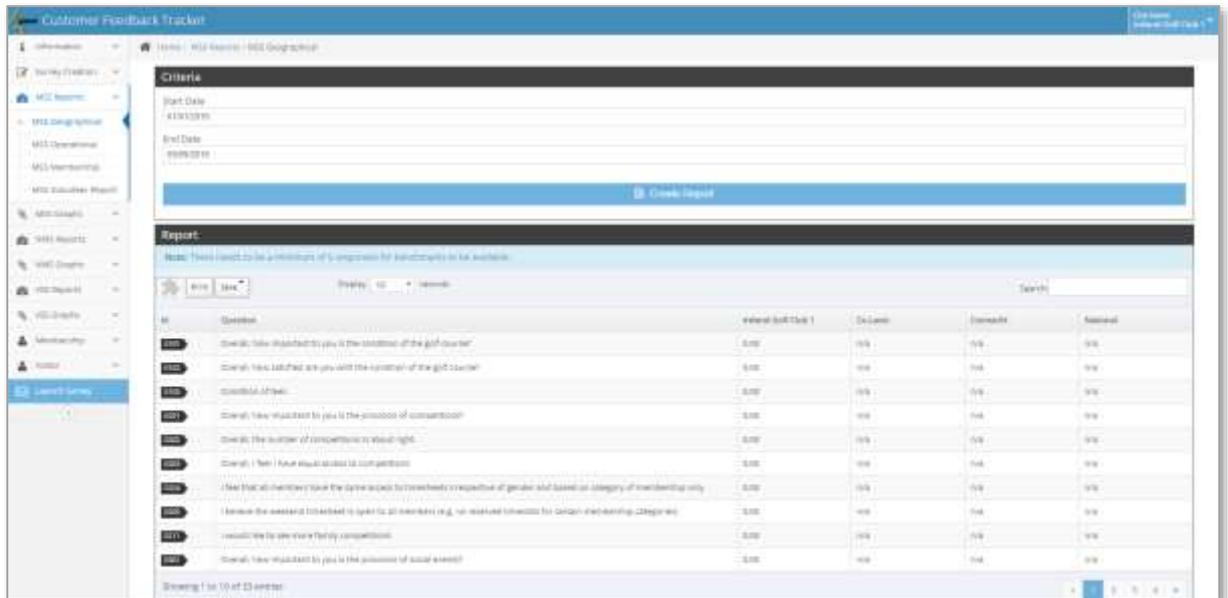
1. Reports for each type of survey can be accessed through the left-hand side menu.



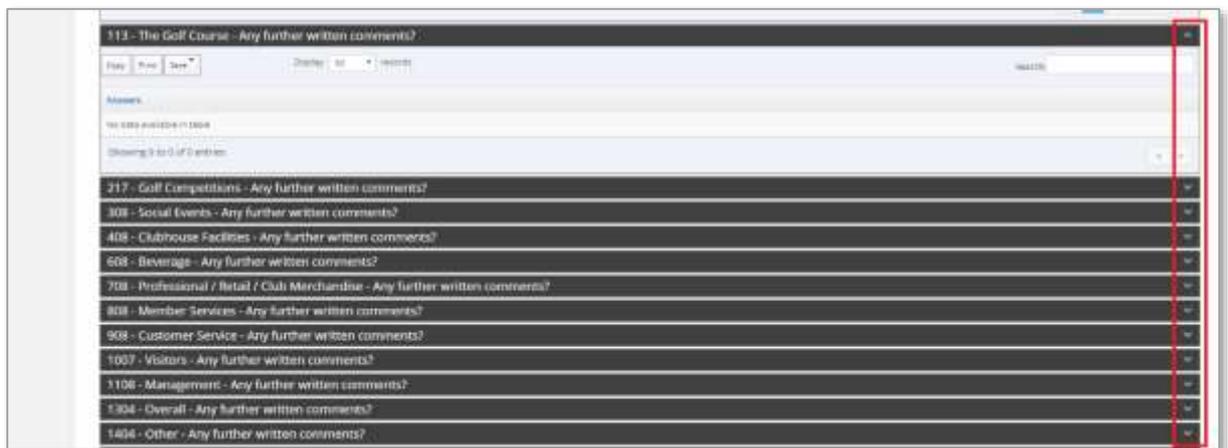
2. The **MSS Geographical** report can be found on the left-hand side menu. Select a time frame by choosing the **Start Date** and **End Date** for the report. Then select **Create Report**.



- The **Geographical** report shows the average response score for each scoring question benchmarked by site, region and national scores.



- The rest of the questions, which are free-text answers, are included below the report. These can be opened by pressing the arrow button on each question.



- Other reports include **Operational**, **Membership**, **Volunteer** and **Volunteer Reports**. These are all accessible from the left-hand side menu and function the same as the **Geographical Report**.

**NB. The New Member and Visitor Satisfaction Survey Report only include Geographical and Operational Reports.**

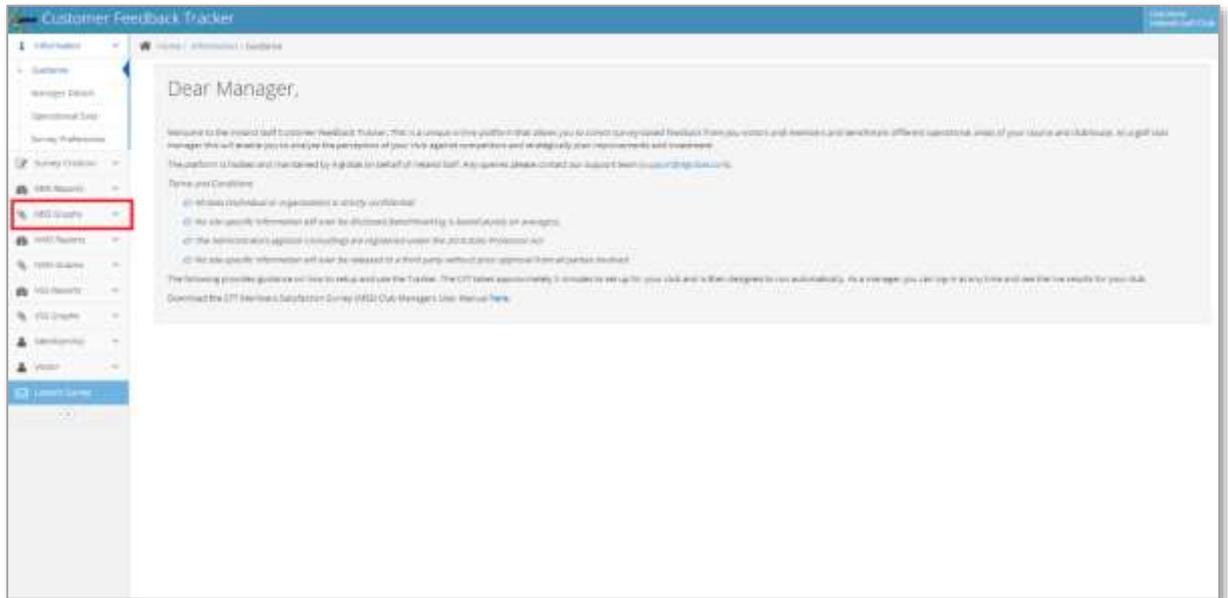
6. Extracts of each report can be made through using the **Copy**, **Print** or **Save** button in each table.

The screenshot displays the 'Customer Feedback Tracker' interface. On the left is a navigation menu with options like 'Home', 'Reports', 'Membership', and 'Feedback'. The main area is titled 'Criteria' and contains a 'Criteria' section with input fields for 'Start Date', 'End Date', and 'Keywords', followed by a 'Create Report' button. Below this is a 'Report' section with a table of survey questions. The table has columns for 'Question', 'Initial Total Count', 'Full List', 'Comments', and 'Response'. The 'Copy', 'Print', and 'Save' buttons for each row are highlighted with a red box. The table contains 12 rows of survey questions, all with an initial total count of 0.00 and a response rate of 0.0.

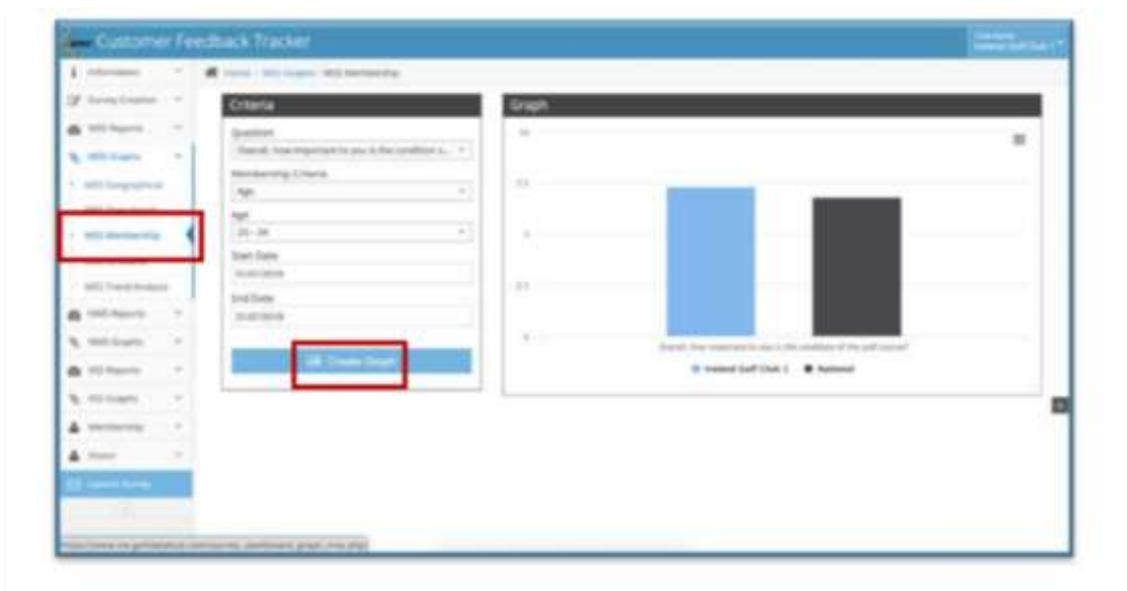
Question	Initial Total Count	Full List	Comments	Response
Overall, how important to you is the condition of the golf course?	0.00	0%	0%	0%
Overall, how satisfied are you with the condition of the golf course?	0.00	0%	0%	0%
Quality of staff	0.00	0%	0%	0%
Overall, how important to you is the position of clubhouse?	0.00	0%	0%	0%
Overall, the number of competitions is about right.	0.00	0%	0%	0%
Overall, I feel there should be more competitions	0.00	0%	0%	0%
Overall, I feel there should be fewer competitions	0.00	0%	0%	0%
Overall, all members have the same access to amenities irrespective of gender and based on category of membership only	0.00	0%	0%	0%
Overall, the website is useful to you in all respects (e.g. for relevant information for certain membership categories)	0.00	0%	0%	0%
Overall, I like to see more facility developments	0.00	0%	0%	0%
Overall, I feel important to you is the position of social events?	0.00	0%	0%	0%

## PART 7 – GRAPHS

1. Graphs are created for each of the three different kinds of surveys, through the report button on the left-hand side menu.



2. All graphs are created the same way, by selecting one of the graph options, selecting the desired filters from the dropdown menus, and creating the graphs through the **Create Graphs** menu.



3. Download the graphs from the top-right menu of each graph.

**NB. The New Member and Visitor Satisfaction Survey Reports only include Geographical and Operational Graphs. VSS graphs can also generate a Matrix of Importance.**



For any further enquiries, please contact the 4global support team via [support@4global.com](mailto:support@4global.com)

or the Confederation of Golf in Ireland [info@cgigolf.org](mailto:info@cgigolf.org) / +353 (0)1 505 4272