

Case Study

Driving Satisfaction With a 360 Degree CRM View



It used to take up to several days for a member's issue to be resolved – a new CRM solution for ClubLink has helped them “ace” member satisfaction.

About ClubLink

ClubLink is engaged in golf club and resort operations. As Canada's largest owner and operator of golf clubs, they operate 53½, 18-hole equivalent championship and six 18-hole equivalent academy courses at 44 locations, primarily in Ontario, Quebec and Florida. The flagship course is Glen Abbey which is home to the PGA Tour's Canadian Open.

ClubLink's Challenges

ClubLink needs to run smoothly across a variety of complex operational divisions including course management, revenue tracking, member billing, event, wedding and tournament management. Managing a single member's every point of contact with the company across all potential interactions is a challenge.

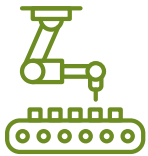
When members made enquires or raised concerns, it was often days or weeks before a response or resolution occurred. Customer service was not running at an expected level. Members and staff were frustrated with the ineffective communication process.

The Solution

All ClubLink member information is now available instantly thanks to a powerful CRM system that ties disparate systems together and provides a full view of each member with a mouse click. Automated workflows act to escalate and notify management when member concerns aren't addressed in a timely manner or when severity thresholds are realized.

The Rewards

Member Services staff can now view all of a member's information with one click of the mouse. By providing a centralized, 360-degree view of each member, ClubLink ensures that member service and satisfaction is never taken for granted. ClubLink is always on top of each member's needs providing the highest levels of service.



Automated Workflows



360-degree view of each member



Increased service & satisfaction



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Datavail took our complex operations and implemented an easy-to-use CRM system, automating workflows so that no member issue is ever neglected. Our members have been delighted with the improvements in our service levels. Datavail has been an outstanding partner to work with.