



Customer Retention Program "Rabbits & Rookies"



“If people believe they share values with a company, they will stay loyal to the brand.”

(Howard Schultz, Chairman and CEO of Starbucks)



My Background

Christian Relling

31 years old

Studied sports management at the
German Sports University in Cologne

**Responsible for Sales & Marketing
at Schloss Lüdersburg since 2011**





About Schloss Lüdersburg



Golf resort southeast of the Olympic candidate city of Hamburg



The resort at a glance

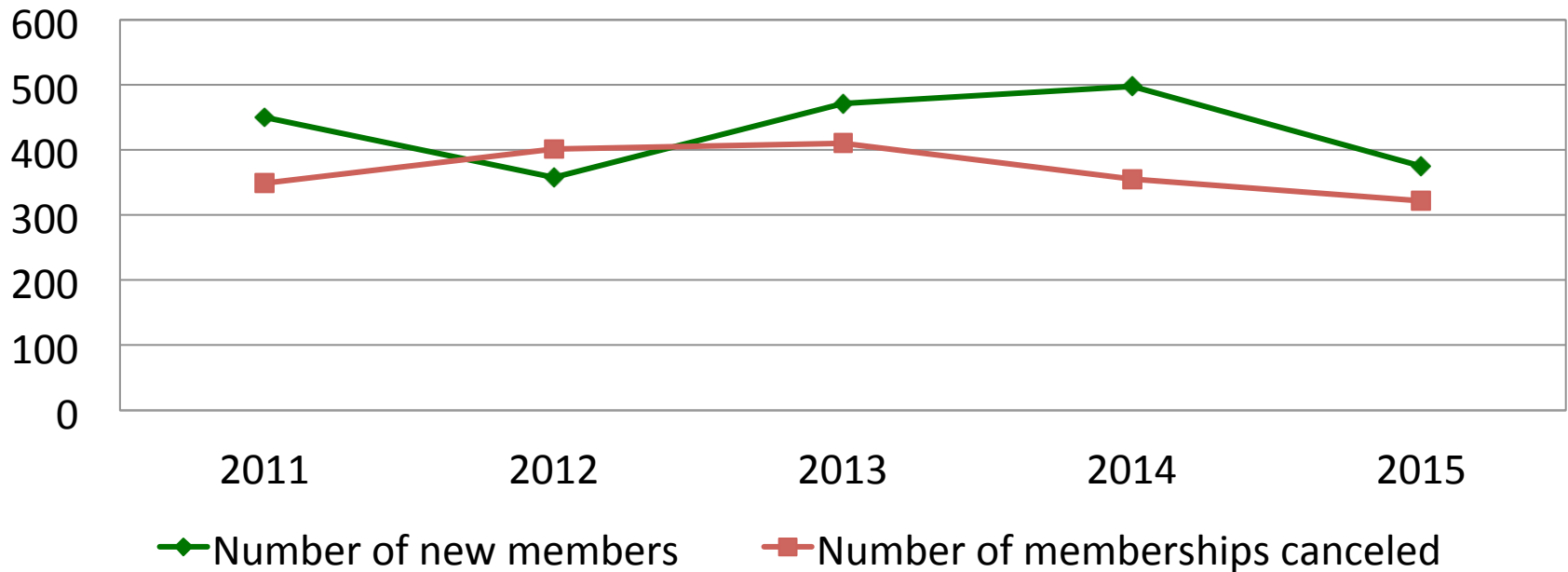
- 72 rooms, 4-star first class hotel
- Two 18-hole championship courses
 - Old Course and Lakes Course
- Driving range, 4-hole short course and practice facilities
- Golf school with four PGA pros
- Three restaurants
- The Country Spa





Our Problem

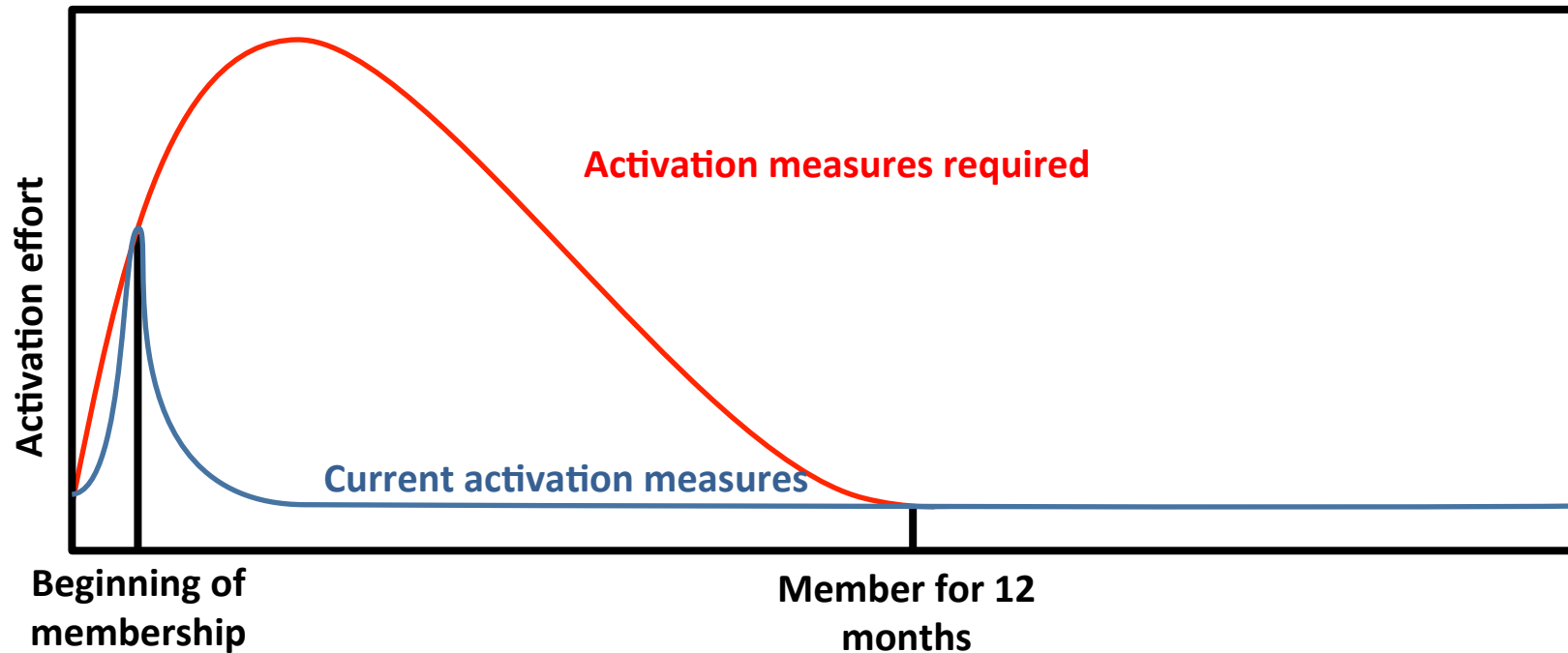
An above average number of new members was acquired over the last few years, but we were not able to retain the members.





The Activation Curve

The transition from beginning to play golf to becoming a regular golfer costs a vast effort for activation!



Proactively establish contact amongst golfers

Develop flexible training offers that do not require a commitment

Create a "club in a club" as a social platform

Avoid intimidation about playing the first round of 9/18 holes

Integrate beginning golfers through regular engagement until they reach a handicap of 36

Make golfing more fun!



The Customer Retention Program



The Three Pillars

Community

Feeling of "my club"
&
homogeneous
group



Animation

Professional support
&
active
coaching



Offer

Attractive and casual
offer
&
flexible arrangements





The Customer Retention Program

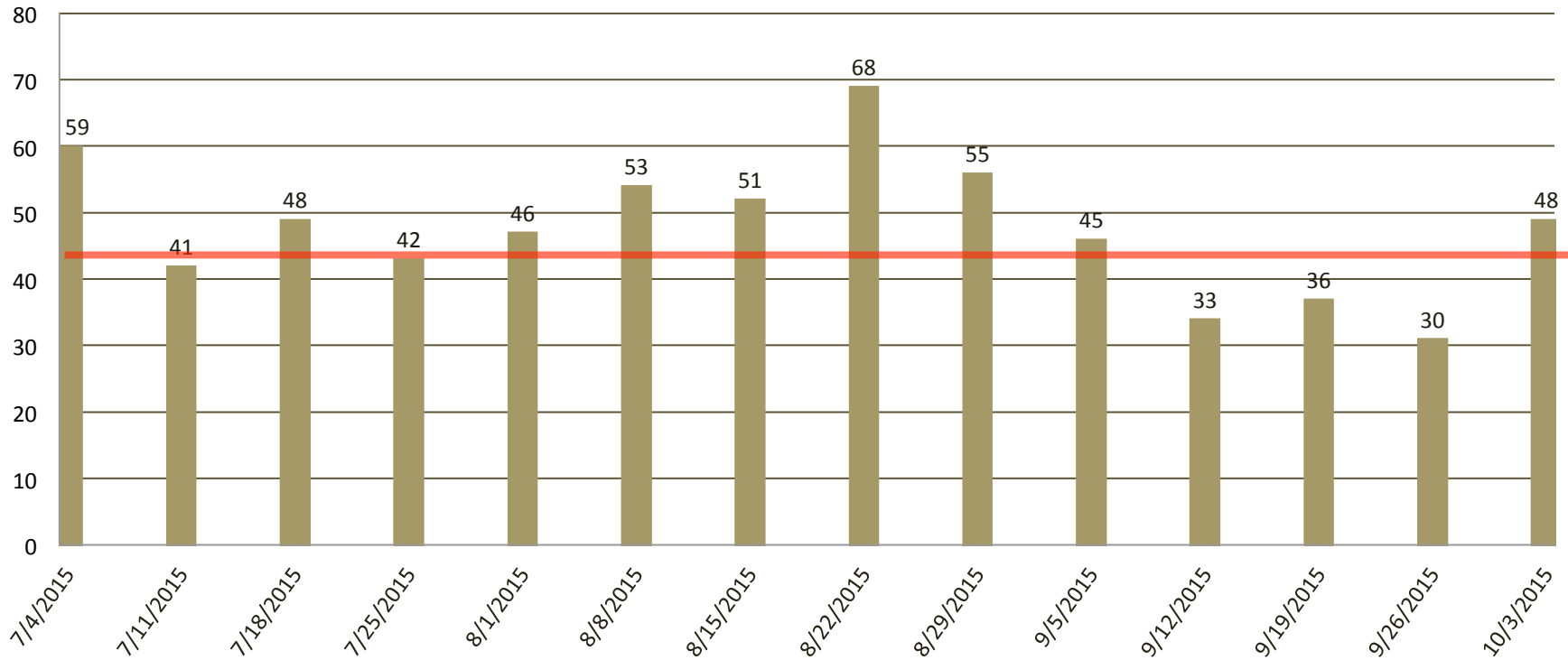




Conclusion



Since the course opened in June 2015, an average of over 40 people have come every Saturday to the driving range to practice their swing.

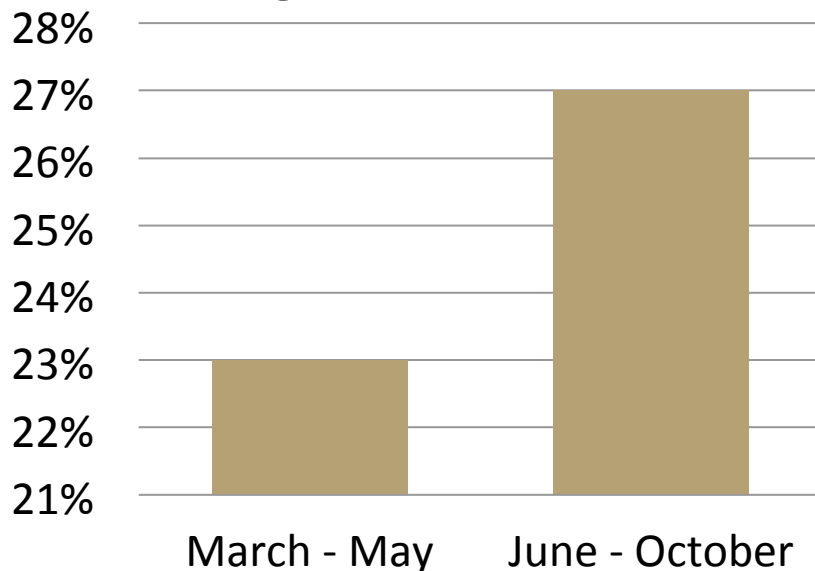




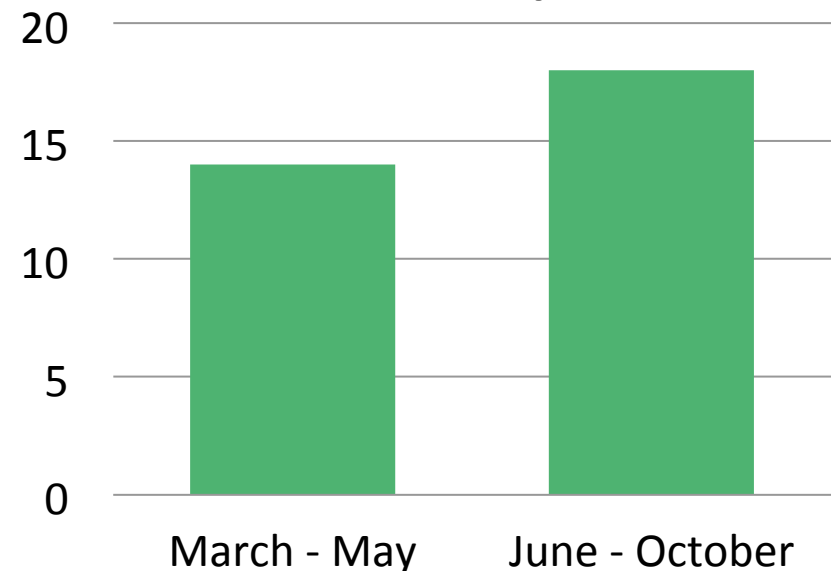
Conclusion

- ✓ **The concept leads directly to new memberships and upgrades of existing memberships**

Conversion rate from beginner courses

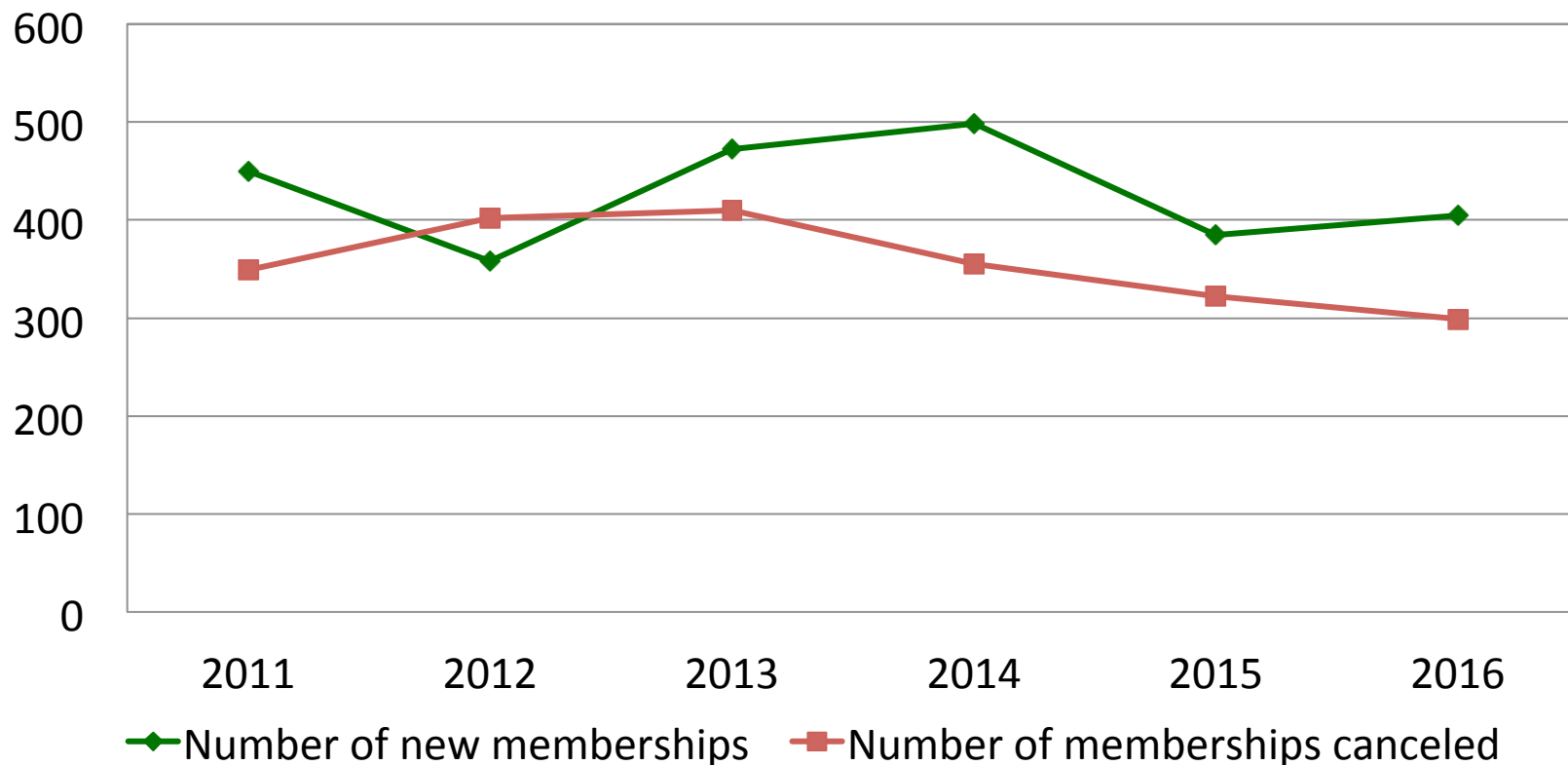


Upgrades of existing memberships



Our goals for 2016

- ✓ Increase the number of new members to more than 400 and reduce the number of memberships cancelled to less than 300



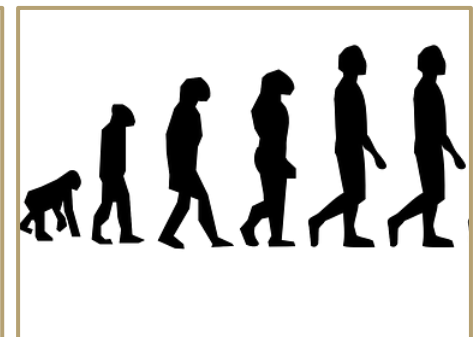
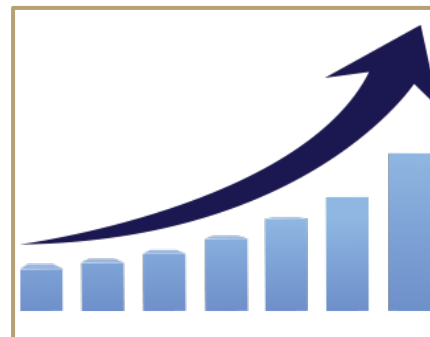


Next steps

- ✓ Addition of other fee-based services and options

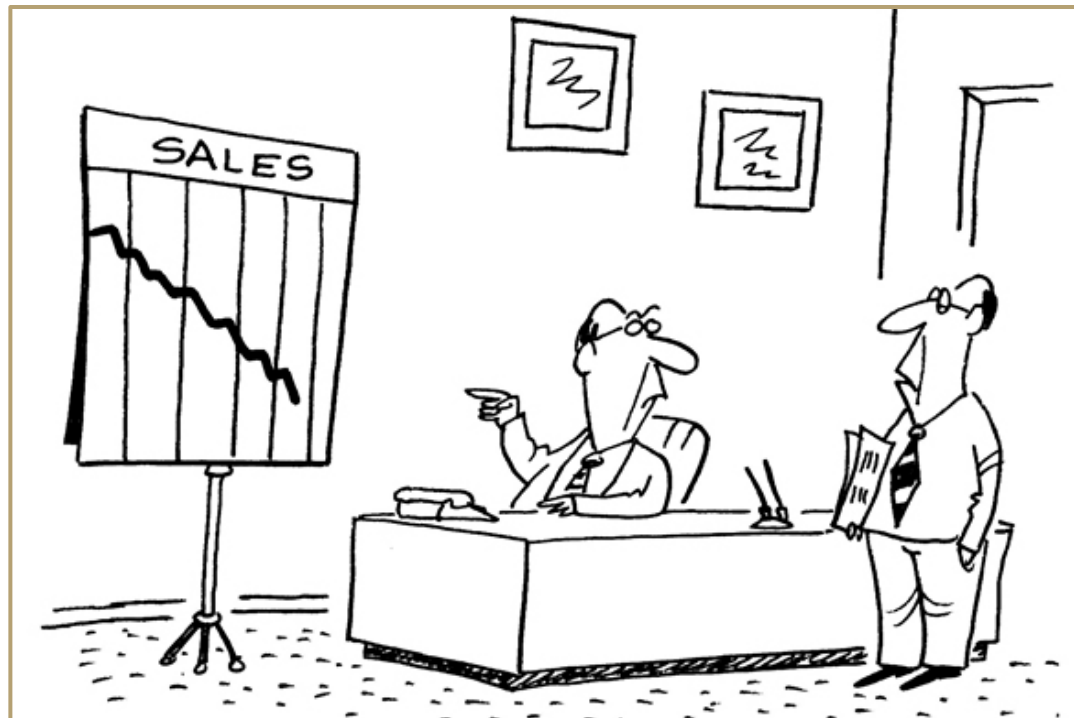


- ✓ Concept can be adapted to the respective target group
 - ✓ Focus on offer and communication
 - ✓ Services/options, costs and effort are scalable
- ✓ Concept is flexible and can evolve with the participants





Thank you for your attention!



Dave Coverly...

“ The sales team did all they could, so I’d have to say the blame for that must fall on the consumer.”