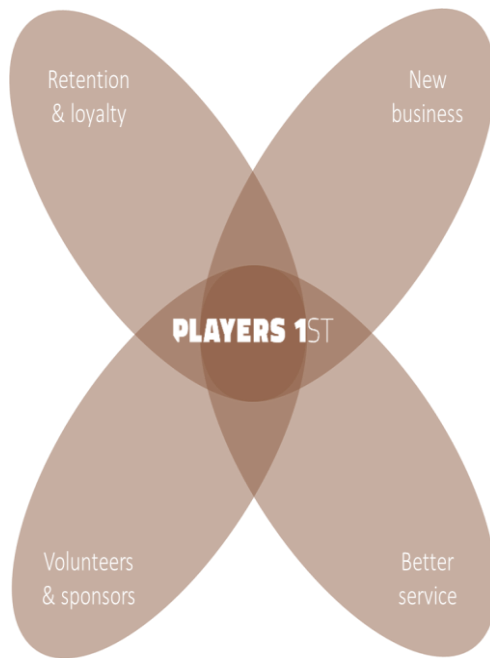


PLAYERS 1ST



Why you need feedback



Who are your customers

Most important customer and other target groups

Identifying fixes and potentials

Retain members and guest through high satisfaction and customer experience.

Numbers are change agents

Keep the focus and priority

Facts before feelings

Don't drive blind folded

Experience before revenue

Share vision and goals

Volunteers & sponsors

Recruit volunteers and sponsors through structured processes and insights.

Customer
recommendatio
n, loyalty,
experience,
evaluation

Social
belonging

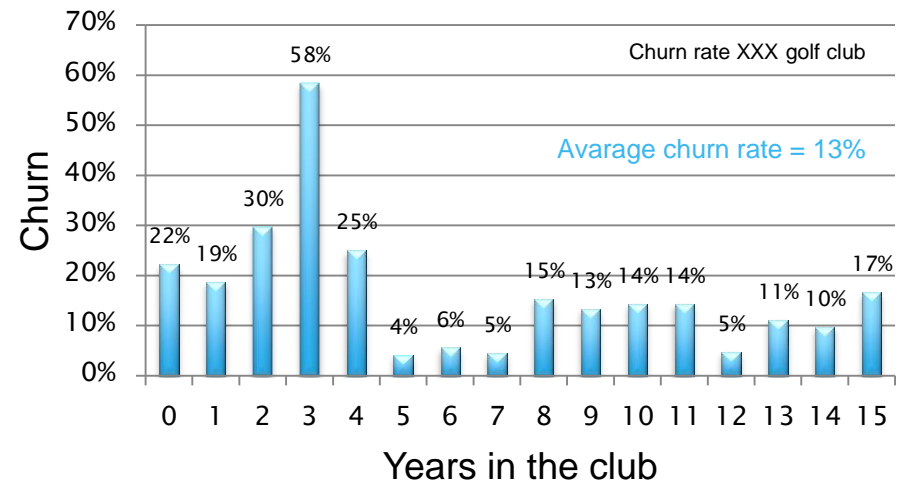
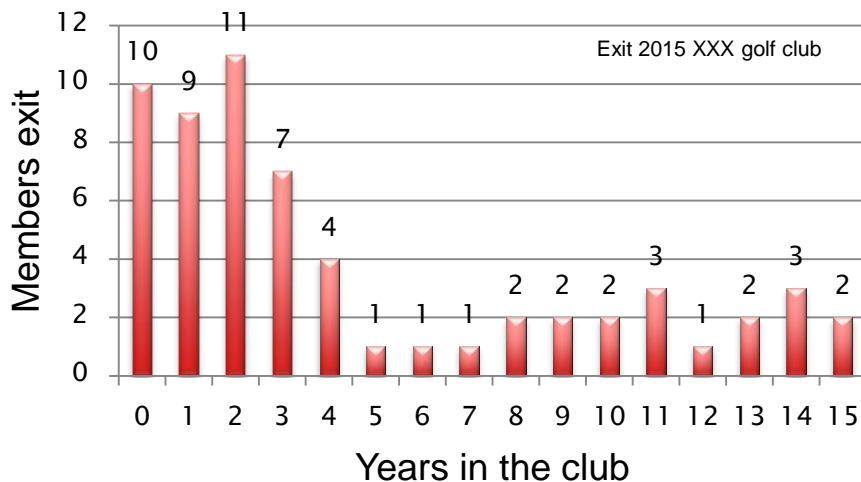
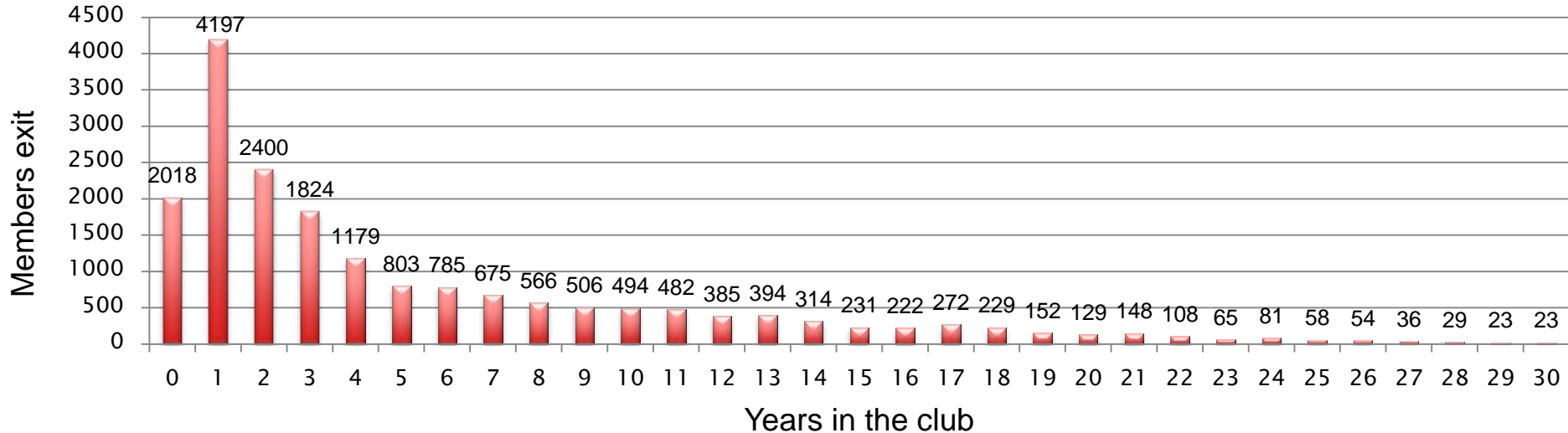
Threshold
level

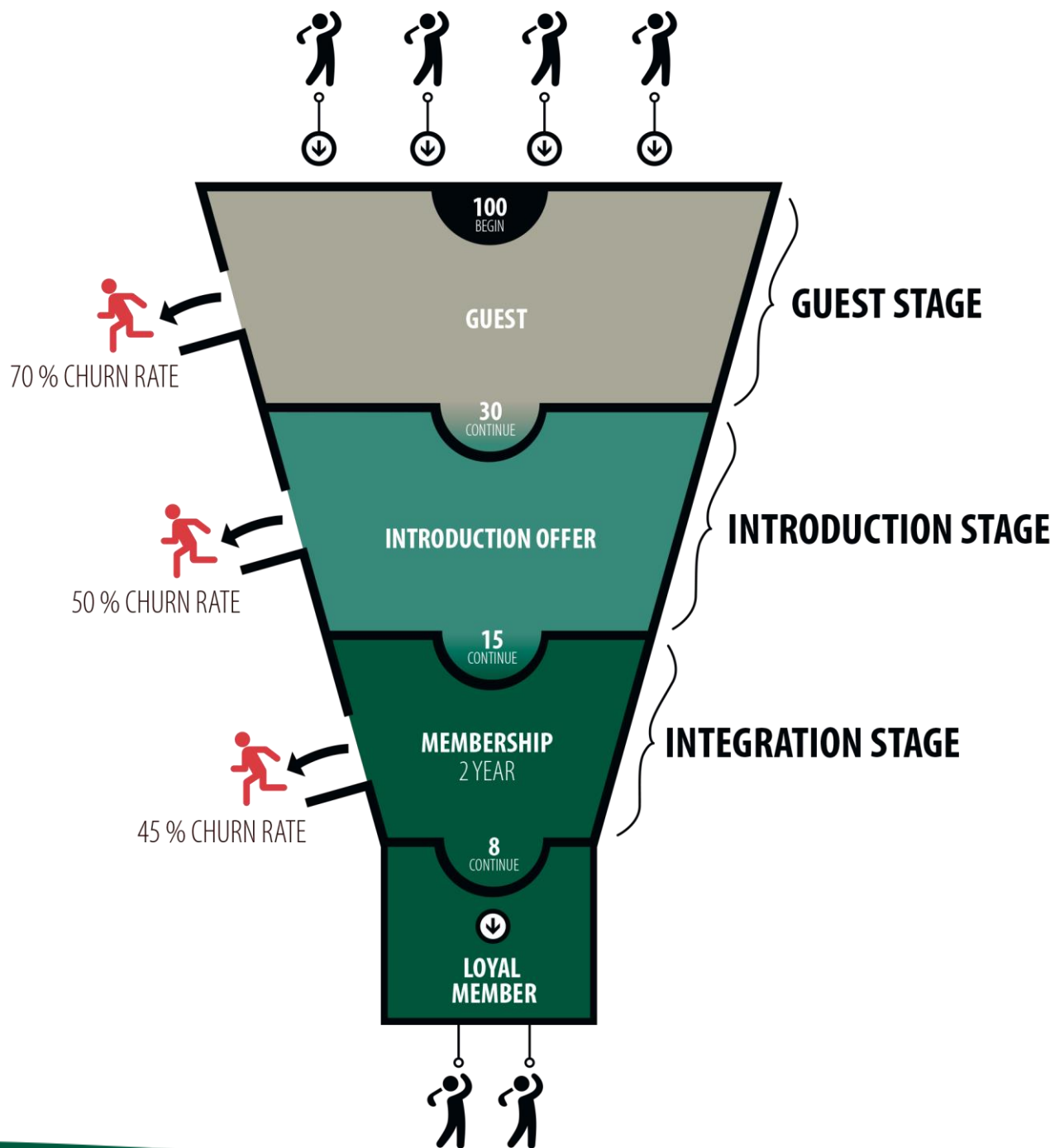
=

Perceived value

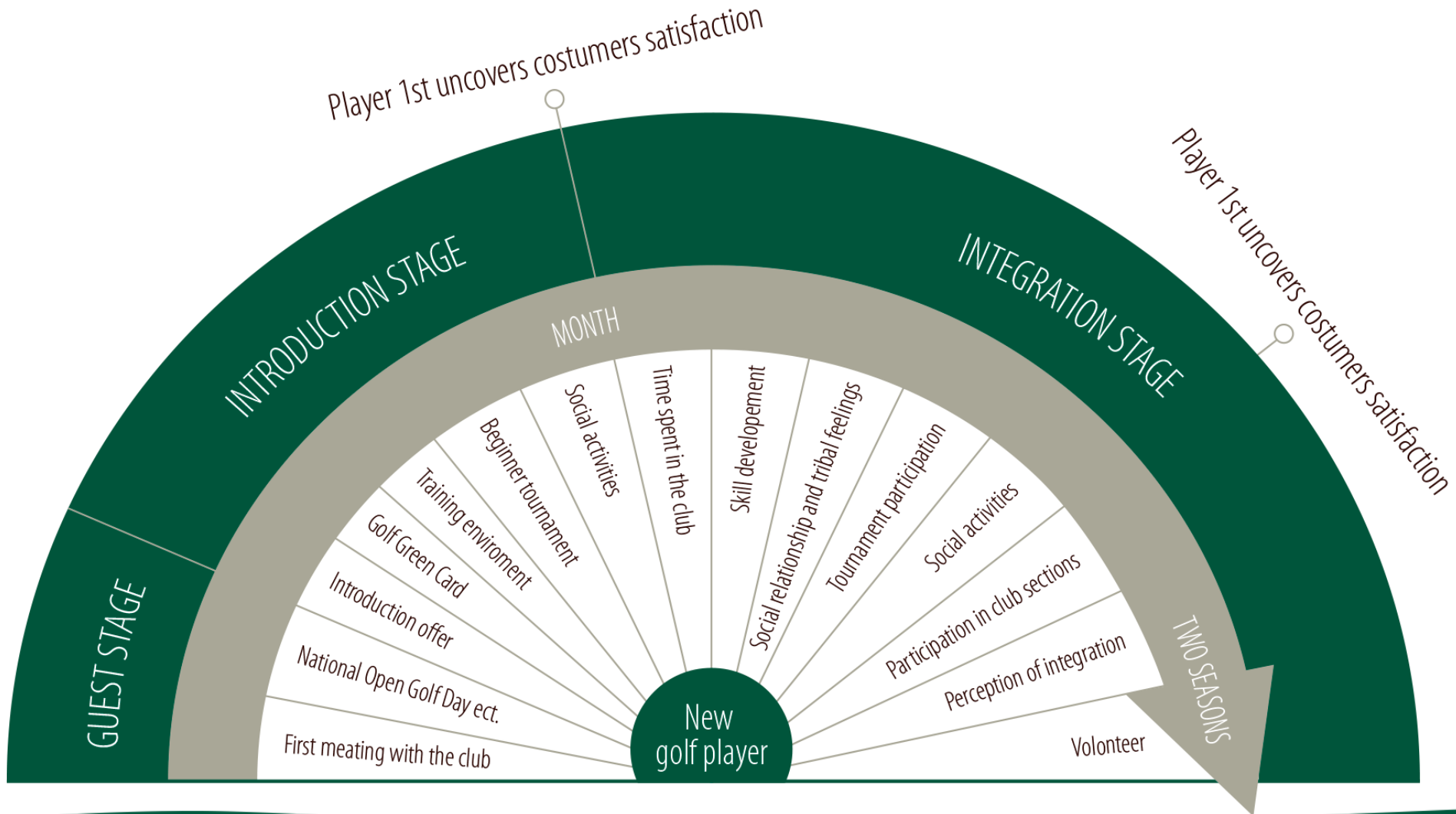
Asking price

MEMBER CHURN – DENMARK 2015

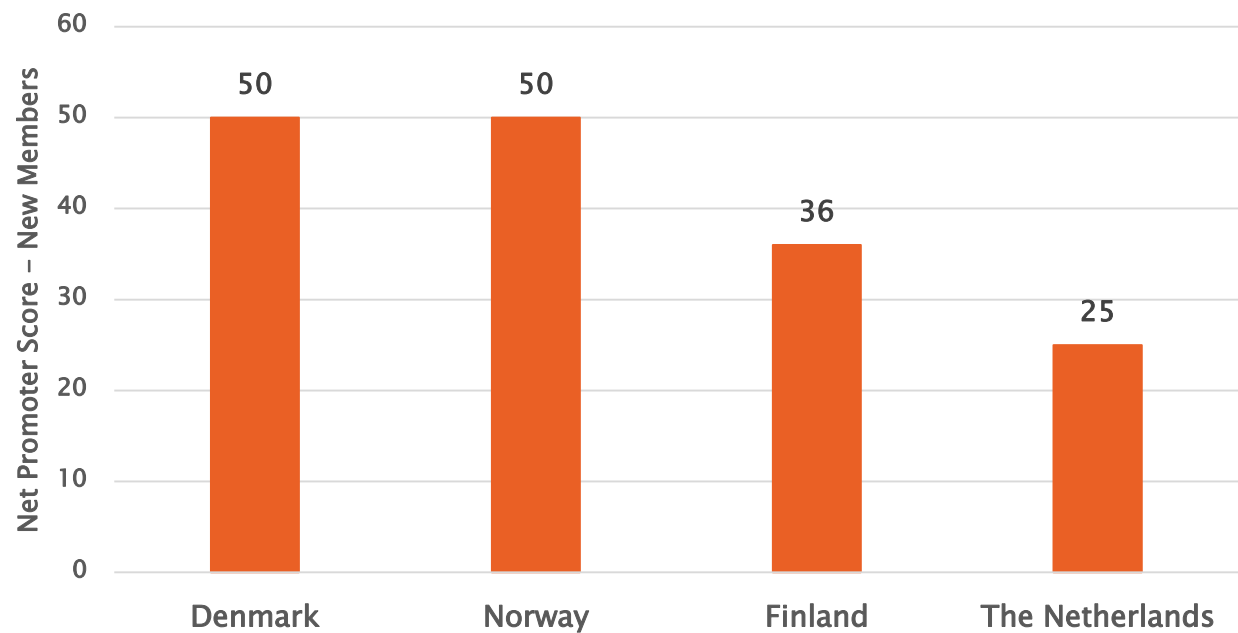




BEGINNERS JOURNEY



JOINT VENTURE



PLAYERS 1ST

the voice of
golfers!

USA

Players 1st entered the market in May 2016

Right now 30 clubs in pilot.

Expect 125+ clubs before end of 2016.

Agreements with Troon and OB Sports
(management company with app 70 clubs)

Agreements on the way with Golfnow, EZ links,
CPS and others (access to more than 10.000
clubs)



