



Customer Centricity

Burhill Golf and
Leisure

FEBRUARY 2024

Agenda

Meet the presenter

Background

Burhill Group

Ramsdale Park – why are we here?

Random Acts Of Kindness

Improved customer scores = £££s

What did it mean for Ramsdale Park?

Questions?





Theresa Plimmer

I am the General Manager of Ramsdale Park Golf Centre In Nottingham. One of the 10 centres within the Burhill Group.

I lead the group in Customer Service Excellence and am the driving force of the success of Ramsdale park since 2017

Background



Who is she ?

Out in the workforce from 16

Joined a very well-known Travel and Tourism Company at 18 and headed off to Europe

Came back to the UK – at 23 I became the Sales Director of a chain of live music restaurants in the UK

Joined the Burhill Group in 2017 as Sales Manager – progressing to General Manager in 2019

Customer Service award winner – often a trouble shooter for underperforming venues.

THE SHROPSHIRE

Events • **Golf** • Weddings

Telford

RAMSDALE PARK

Events • **Golf** • Family

Nottingham

ABBEY HILL

Events • **Golf** • Family

Milton Keynes


Aldwickbury Park
GOLF CLUB

Harpenden


REDBOURN
GOLF CLUB

St. Albans


BIRCHWOOD PARK
GOLF & COUNTRY CLUB

Dartford

THORNBURY

Events • **Golf** • Stay

Bristol

WYCOMBE HEIGHTS

Events • **Golf** • Family

High Wycombe

HOEBRIDGE

Events • **Golf** • Family

Woking


BURHILL
EST. 1992

Walton on Thames

Ramsdale Park –



How did Ramsdale grow sales by 106% and profit by **250%** ?

How did we go from an NPS score of 18 – to 81 ?

Google rating from 3.4 to 4.6

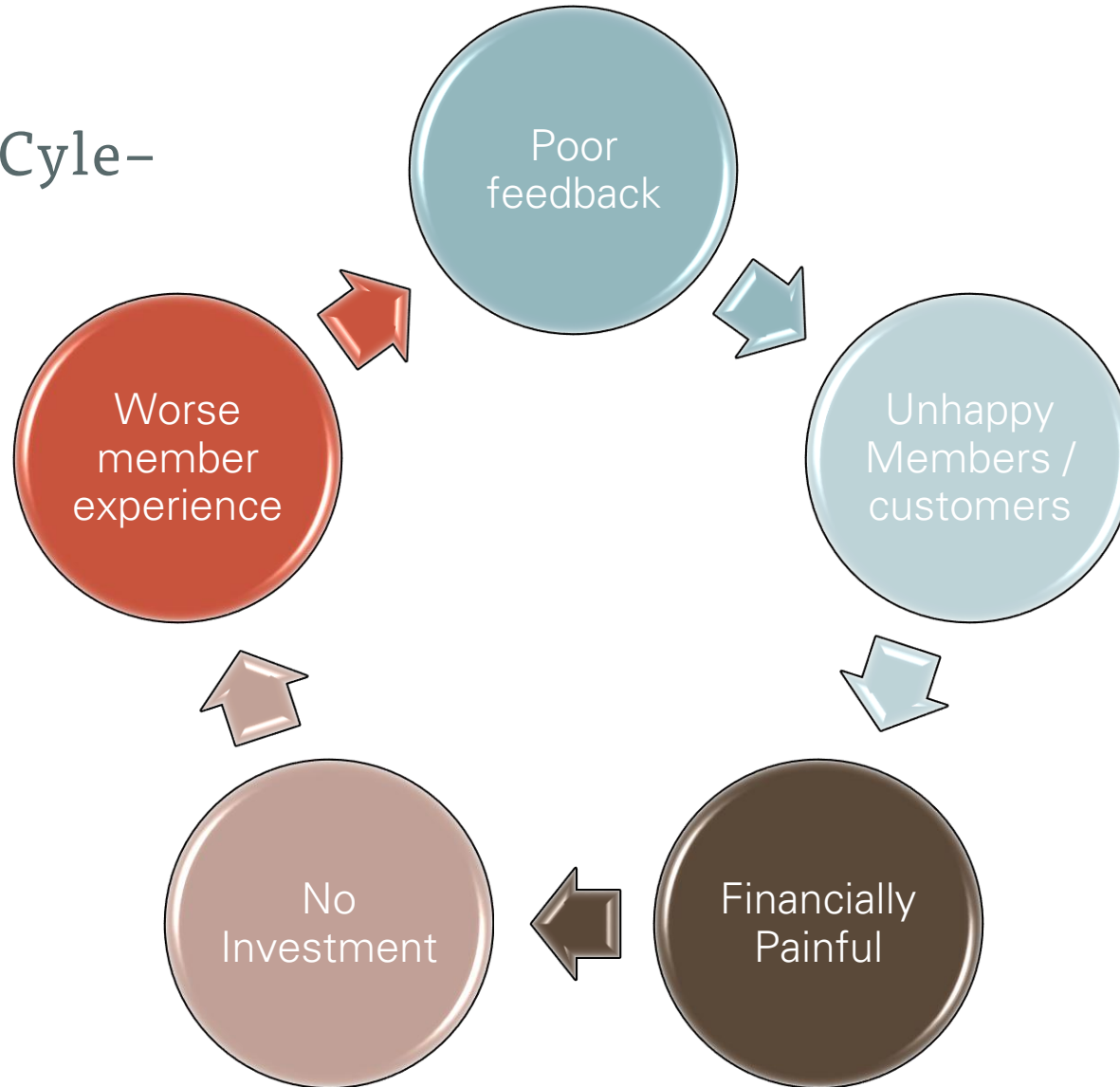
Member retention from 70% to 89%

Increased member subscription by nearly £300K (175% increase)

One of the worst Customer Service Scores across the industry –
to an award-winning score of all industries

Fundraising total from £9,500 in 2019 to over £40,000 in 2023

The Vicious Cycle–





Think Different!

We...

How ?



Asked the SINGLE most important question

Listened

Communicated

Got among them

Ferociously monitored their feedback

Didn't hide from difficult situations

We were not afraid to remove non-productive members

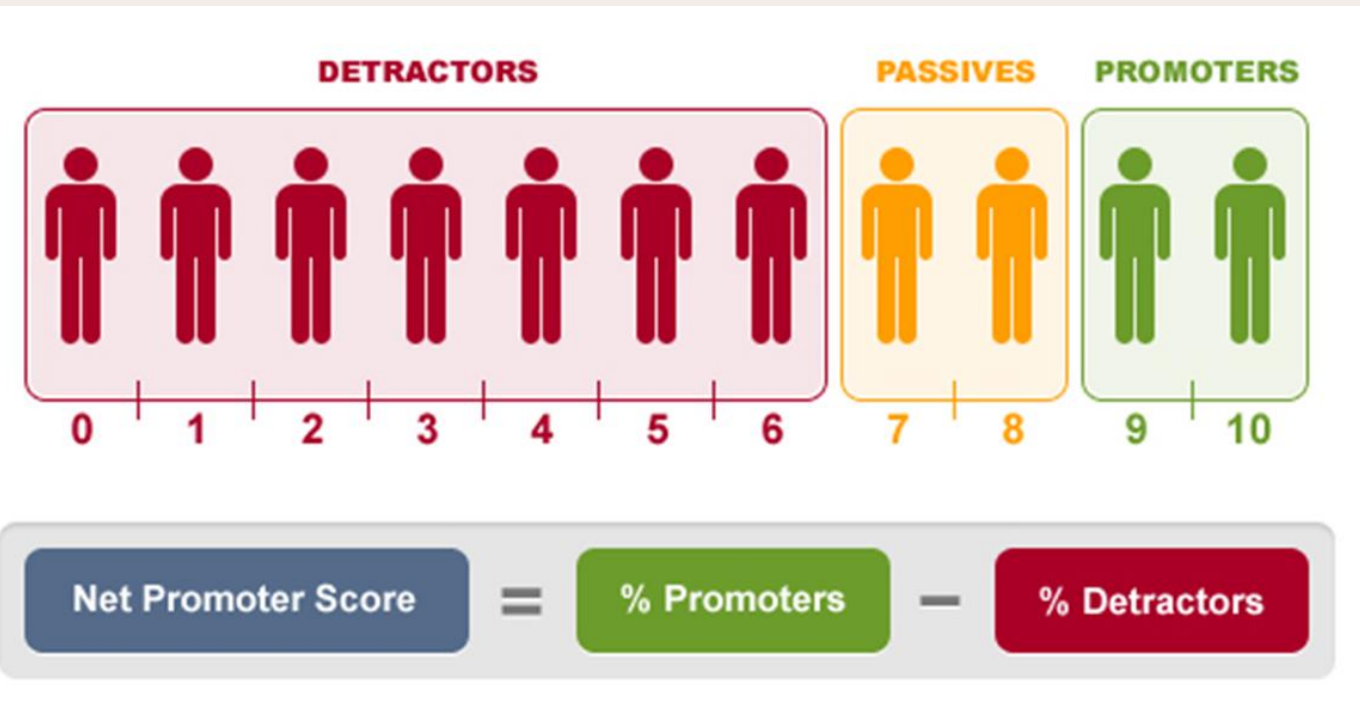
Random Acts of Kindness



The single MOST important question
that captures the feelings...

NPS

NET PROMOTER COMPANIES
THRIVE IN A CUSTOMER DRIVEN WORLD



NPS

ON A SCALE OF 0 – 10

How likely are you to recommend The Golf Club to someone you know?

Example calculation based on 100 responses

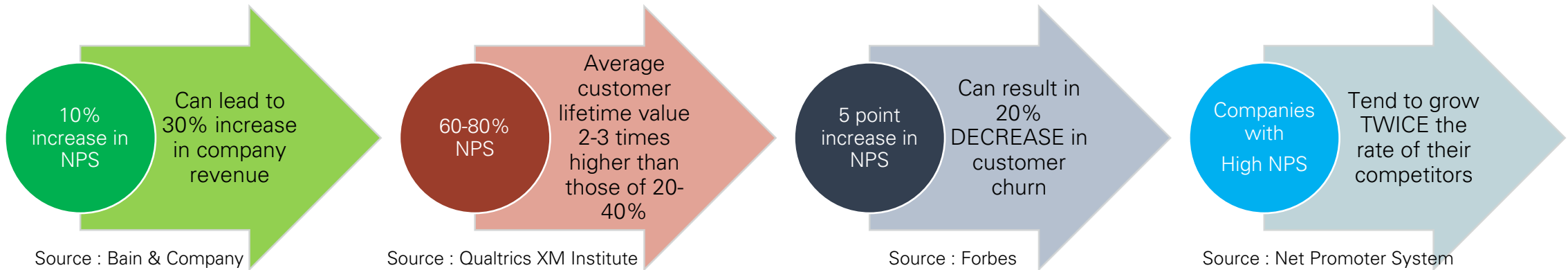
60 Promoters (60%)

30 Passives (30%)

10 Detractors (10%)

NPS[®] score of +50






NPS Compelling Statistics



The average NPS score across all industries is 30

Source : Delighted

Results for Golf Clubs

	NPS	Interpreting the results
	50 to 100	Very good result
	20 to 49	Good result
	0 to 19	Average result
	0 to - 20	Low result
	-20 to -100	Very low result



NPS FROM 18 TO 81 –
AND Profit increase of 250%

Working NPS



Call within 24 hours, check their history, check when they joined, who they play with, when they play. Once **listened** to and moved up a category – they become your most loyal, most fierce cheerleaders



Most dangerous fence dwellers – call / email within 24 hours



Keep these promoting with Random Acts of Kindness

Random Act Of Kindness

Plan for 'giving back'

Budget for Random Acts of Kindness

Communicate it – get the mileage out of it!

Empower your TEAM to do it without you

Filling your
emotional
Bank Account



Random Act Of Kindness



CONFERENCE PRESENTATION



Random Act Of Kindness Hottest Day of the Year

Wow the socks off them!

Random Acts of Kindness

BUT TELL EVERYONE!

The water was random, unexpected and gained hundreds of likes / shares and interactions on social media

Reward team members for showing empathy

What this did...

Showed members that didn't play that day how much we cared

Showed members of other courses how good our members had it

Created a very warm and fuzzy feeling in the clubhouse



Employ and Reward SUPER STARS





IONS.





Thank you for listening and safe
journey home!

Theresa Plimmer

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