Aston Hills Golf Club

Member Survey

Date range: 01 Jan - 15 Nov 2023

Benchmark: National Benchmark

Filters applied: None

Report date: 15 Nov 2023

About the presentation

This report offers a comprehensive overview of the survey data collected, presenting key trends and observations for your convenience.

Our intention is for this report to serve as a valuable resource when reporting these findings to your members, board, and employees. It provides a solid foundation to communicate the survey results effectively and facilitate informed decision-making.

We encourage you to utilize this export as a source of inspiration and tailor it according to your specific needs and preferences. Customize the content, add relevant insights, and incorporate your organization's branding to create a compelling and impactful presentation.

Survey engagement

An overview of the response rates, invitations, and responses received for your survey. These metrics are essential for understanding the engagement and participation levels of your target audience.

442

Invitations

The number of people who have been invited to participate

299

Responses

The total number of respondents who have answered the survey

68%

Response Rate

The percentage of respondents who have given feedback.

0

Shareable Link

The number of respondents who have answered with a shareable link

How to interpret the results

In the following slides we will provide guidance on how to read the various results.

Terminology

This slide will explain some of the common terminology used in the presentation

Service area

A service area refers to a grouping of questions that are related to a specific aspect of the service you provide to your customers.

Scores

We recalculate the ratings (from 1-10) on questions in the survey to scores between 0 and 100 points. This is to make it easier to read and compare results.

Touchpoint

A touchpoint refers to any interaction or point of contact between the survey participant and the organization conducting the survey.

Priority map

A priority map, also known as a prioritization matrix, is a visual tool that helps determine the importance of different questions. By visually mapping priorities, it guides decision-making and resource allocation towards high-value, low-effort tasks or items.

Priority Map

A priority map is a strategic tool used to prioritize improvements in the services and facilities offered by the club.

A priority map has two axes: Impact and score.
- Impact refers to how impactful it is on your customers
- The score refers to how well the club is currently performing

Example:

1. Has a high impact on your members and you are currently scoring low. This should be a high priority area for you.
2. Has a high impact and a high score. This should be of a lower priority for you.
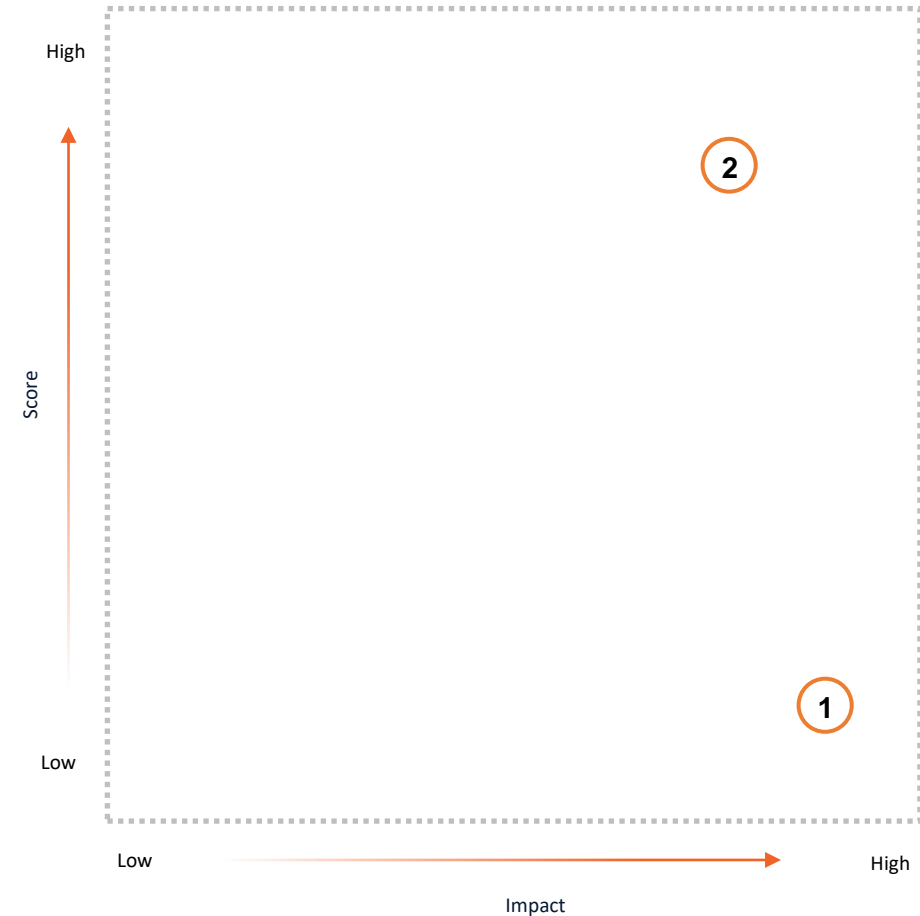
What is the Net Promoter Score?

The Net Promoter Score (NPS) is a widely used metric that measures customer loyalty and satisfaction.

The NPS is based on a single question: "On a scale of 0 to 10, how likely are you to recommend [Company/Product/Service] to a friend or colleague?"

Respondents are categorized into three groups based on their rating:
* Promoters (score 9-10): Loyal enthusiasts who will recommend you to others
* Passives (score 7-8): Satisfied but unenthusiastic customers, vulnerable to competition.
* Detractors (score 0-6): Unhappy customers who can damage the brand and hinder growth through negative word-of-mouth.
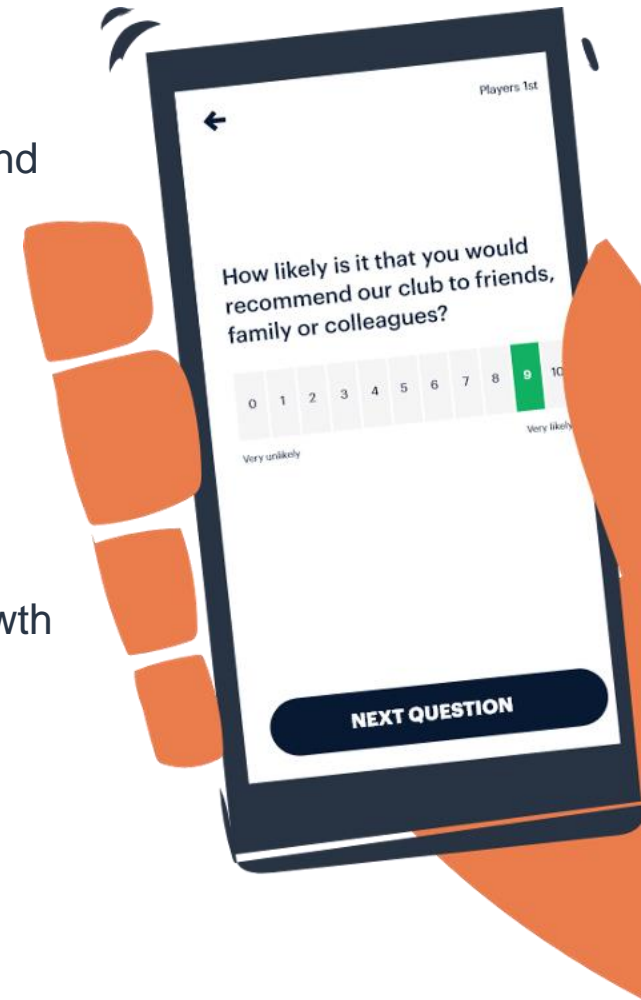
How is the NPS Calculated?

The NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters among our respondents.
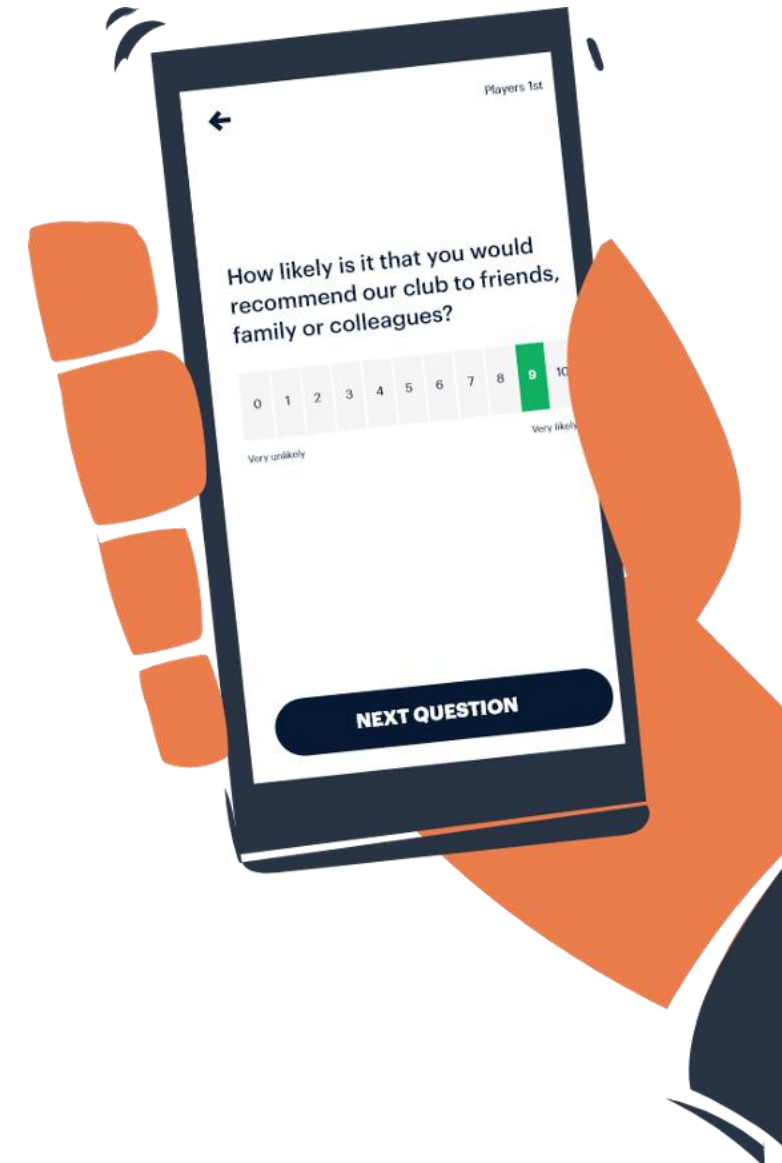
NPS formula:
NPS = % Promoters - % Detractors

Example:
65 = 72% – 7%

Passives count towards the total number of respondents, decreasing the percentages of both Detractors and Promoters and pushing the overall score towards 0.

We have a more in-depth article about the Net Promoter Score
https://players1st.sport/us/blog/net-promoter-score-guide-for-golf-clubs

Net Promoter Score

An overview of the Net Promoter Score and development over time.

Net Promoter Score

Development of the NPS over time
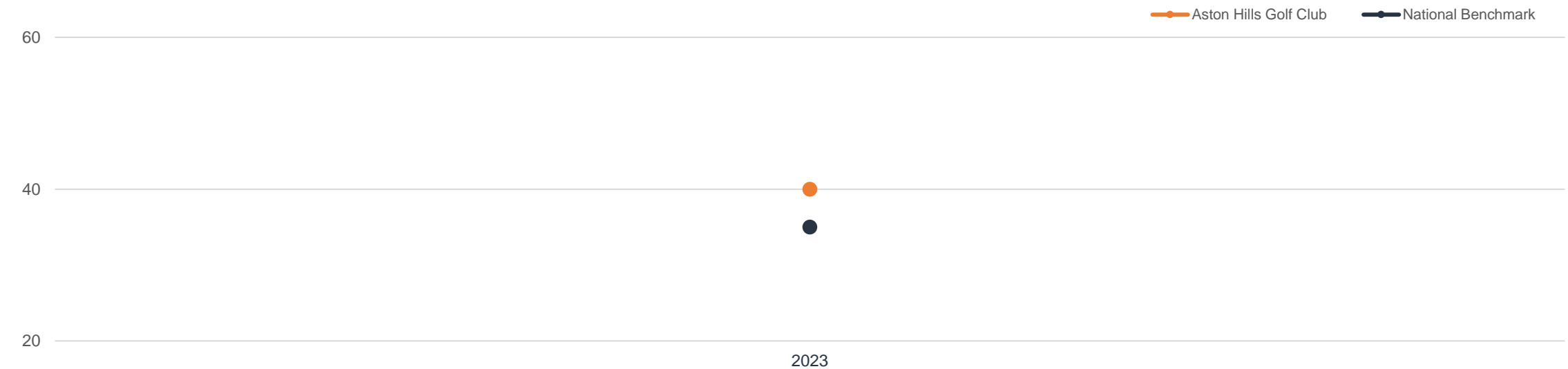
Year	NPS	National Benchmark	Promoters	Passive	Detractors
2023	40	35	53%	34%	13%

Service Areas

An overview of all the service areas in your survey.

Service areas

All service areas in your club

Legend: Aston Hills Golf Club (orange), National Benchmark (dark blue)

Service area	Aston Hills Golf Club	National Benchmark
The course	75	72
Club life	74	74
Clubhouse	81	75
Food and Beverage	71	70
Practice facilities	71	68
The pro shop	82	77
Lessons	83	80
The club in general	73	76
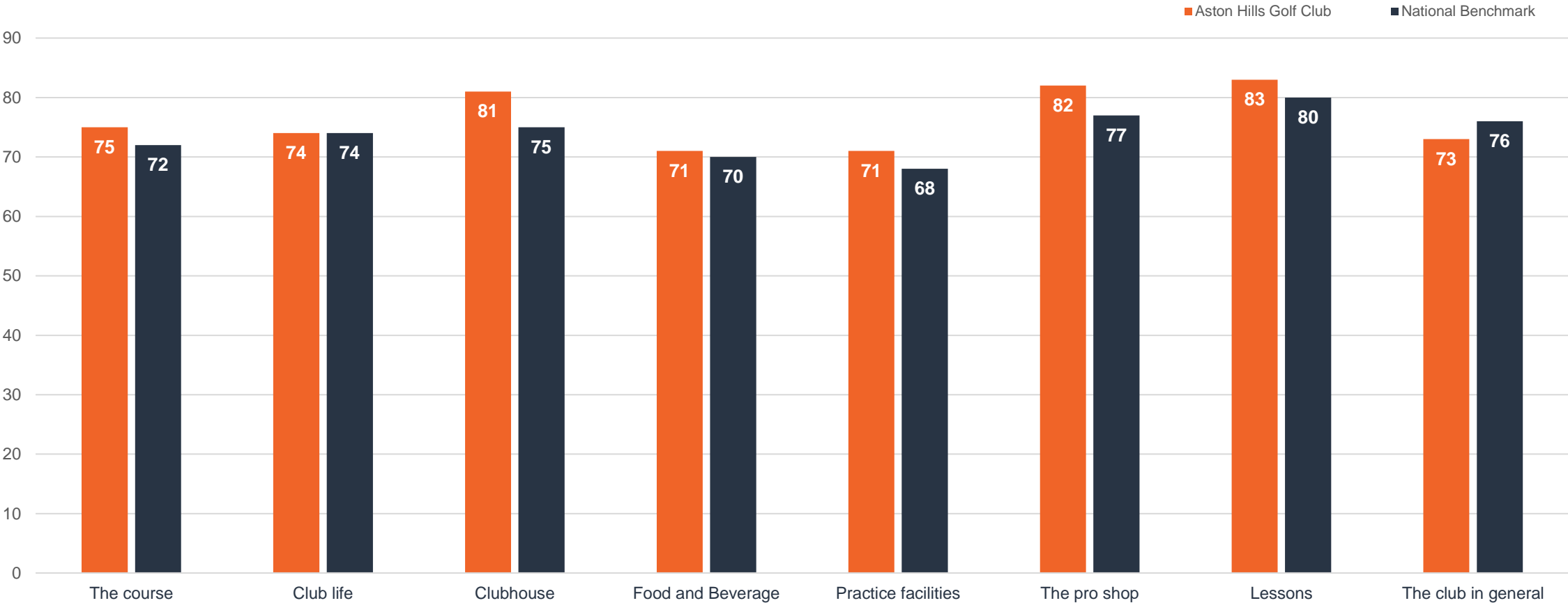
Service area priority map

#	Service Area
1	The club in general
2	Club life
3	Food and Beverage
4	The course
5	Clubhouse
6	Practice facilities
7	The pro shop
8	Lessons
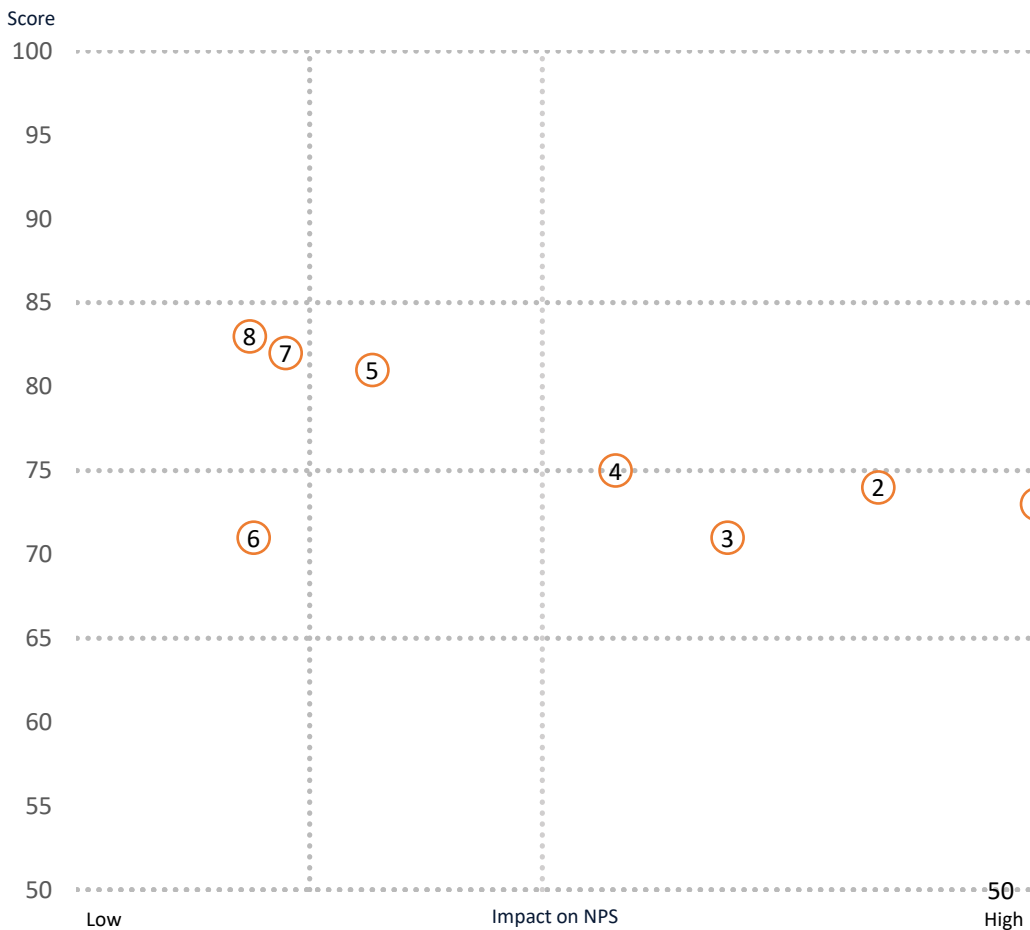
Recommendation and Loyalty

An overview of all questions in the service area
Recommendation and Loyalty

Recommendation and Loyalty

How likely is it that you would recommend Aston Hills Golf Club to friends, family or colleagues?

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Category	Aston Hills Golf Club	National Benchmark
Detractor	13%	15%
Passive	34%	34%
Promoter	53%	51%

Recommendation and Loyalty

How likely is it that you would recommend Aston Hills Golf Club to friends, family or colleagues?

■ Aston Hills Golf Club   ■ National Benchmark

Net Promoter Score
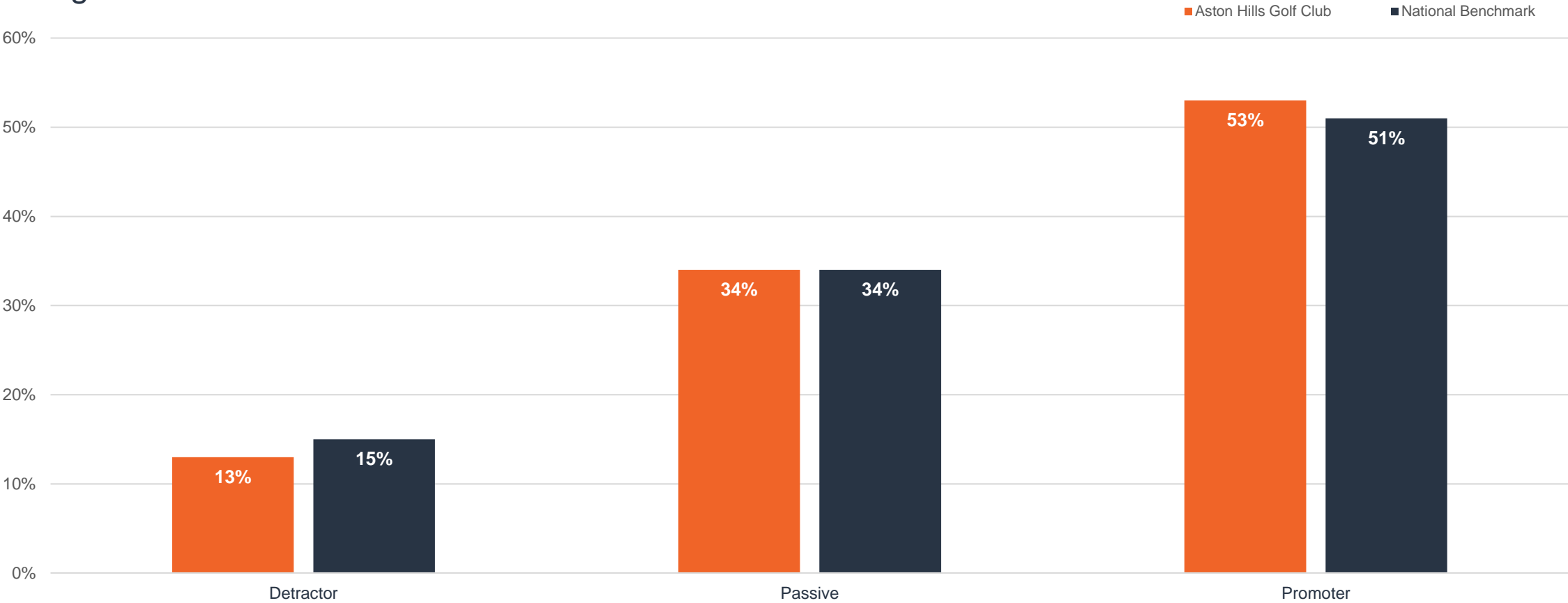
Recommendation and Loyalty

How likely is it that you will still be a member of Aston Hills Golf Club in two years?
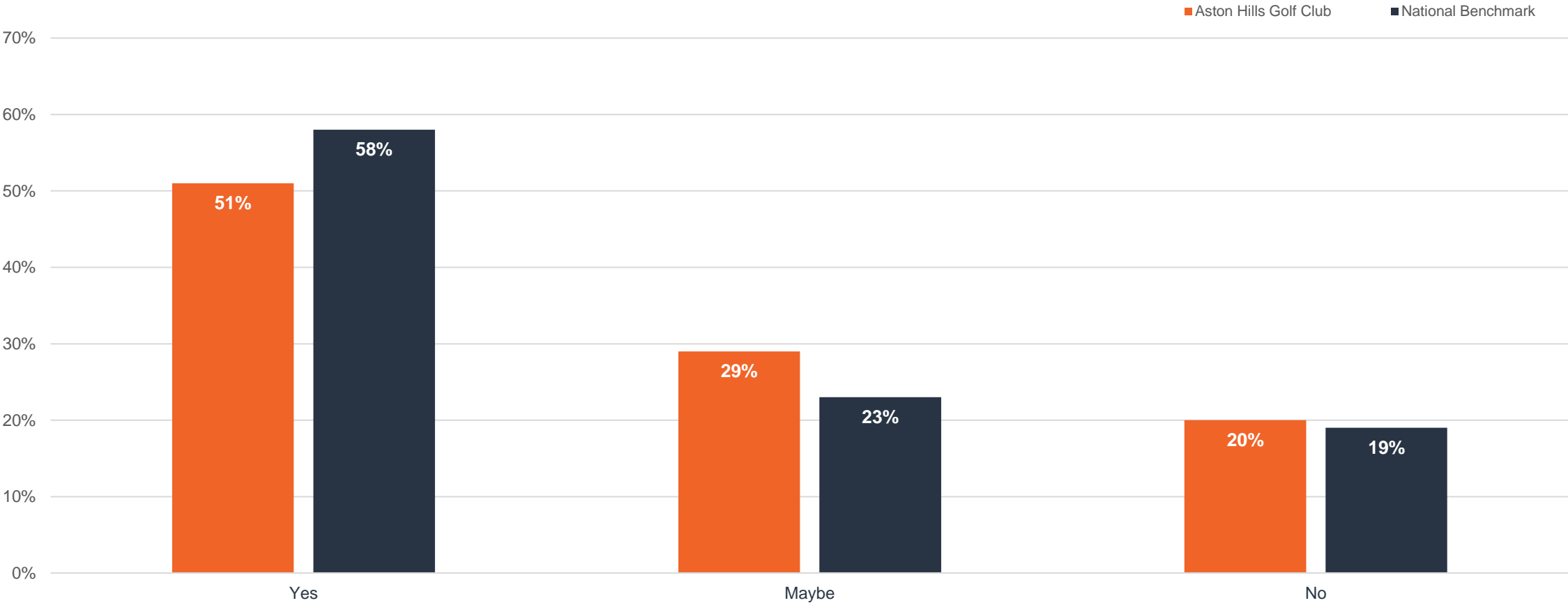
Legend: ■ Aston Hills Golf Club ■ National Benchmark

	Yes	Maybe	No
Aston Hills Golf Club	51%	29%	20%
National Benchmark	58%	23%	19%

Recommendation and Loyalty

What is the reason you do not expect to be a member in two years? (It is possible to specify more than one reason).

Legend: ■ Aston Hills Golf Club ■ National Benchmark
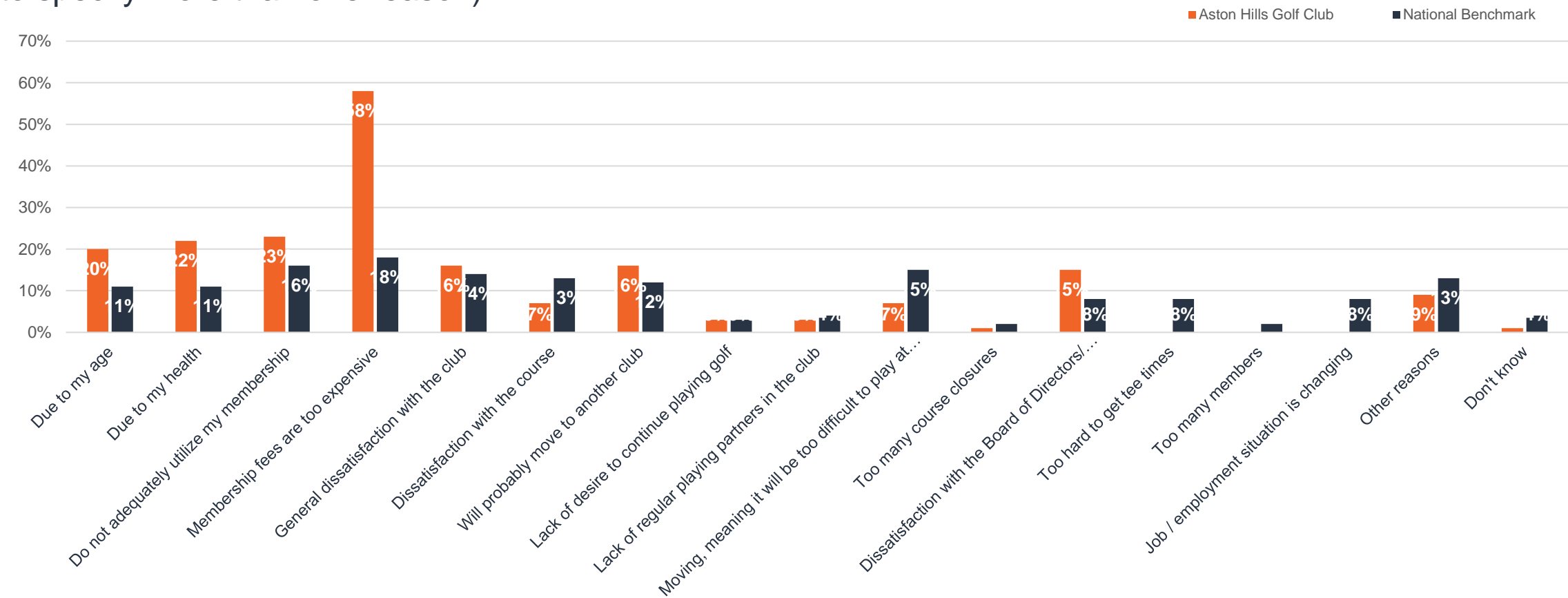
The course

An overview of all questions in the service area The course

The course

Have you played golf at Aston Hills Golf Club within the last 12 months?

Legend: ■ Aston Hills Golf Club ■ National Benchmark

	Yes	No	Don't know
Aston Hills Golf Club	98%	2%	
National Benchmark	91%	9%	
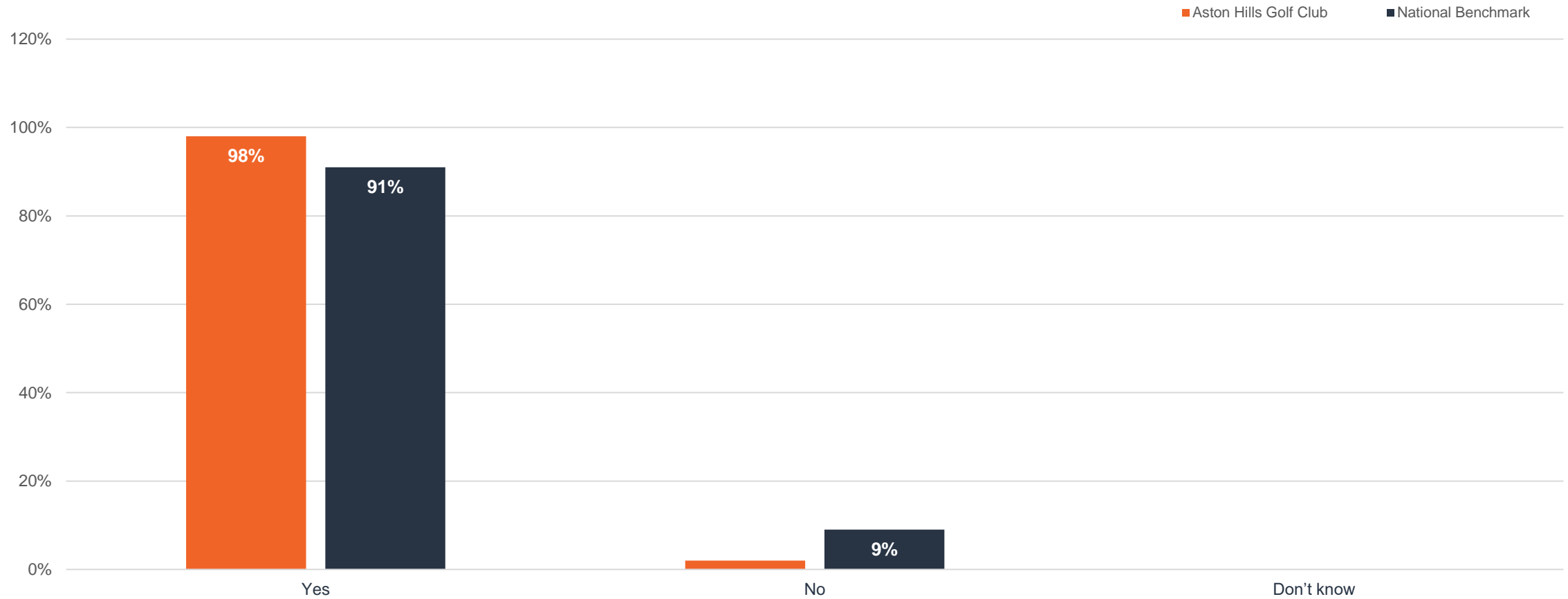
The course

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Touchpoint	Aston Hills Golf Club	National Benchmark
Tee boxes are excellent	68	66
Fairways are excellent	78	72
The rough is satisfactory	74	69
Bunkers are well maintained	51	55
The greens are smooth and the ball rolls as it should	79	71
The speed of the greens is appropriate	77	74
The course is, as a whole, well maintained	83	78
In general, the course is varied and exciting to play	79	77
The game usually flows well, and there is generally only limited waiting time during the round	74	72
The number of available tee times makes it easy to get onto the course when you want to	80	76
The greenkeeping team are friendly and service minded	87	83

The course

#	Service Area
1	Bunkers are well maintained
2	The course is, as a whole, well maintained
3	In general, the course is varied and exciting to play
4	The greens are smooth and the ball rolls as it should
5	The game usually flows well, and there is generally only limited waiting time during the round
6	Tee boxes are excellent
7	The rough is satisfactory
8	The speed of the greens is appropriate
9	The number of available tee times makes it easy to get onto the course when you want to
10	Fairways are excellent
11	The greenkeeping team are friendly and service minded
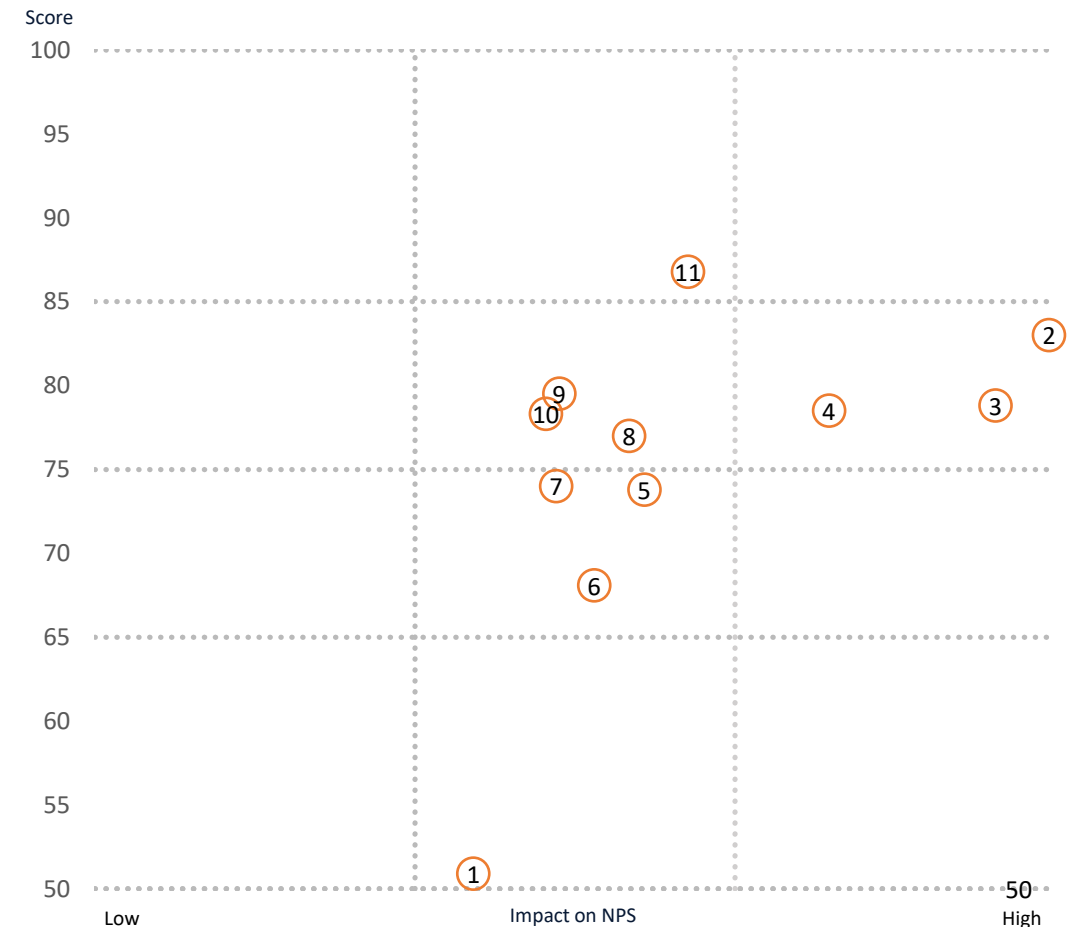
Club life

An overview of all questions in the service area Club life

Club life

Who do you play your golf with most typically?

Legend: Aston Hills Golf Club (orange), National Benchmark (dark navy)

	Within a familiar group	Within a mixed familiarity group	With regular playing partner(s)	Play by myself	Other	Don't know	Don't play
Aston Hills Golf Club	32%	23%	33%	6%	4%		1%
National Benchmark	28%	27%	30%	5%	5%		5%

Club life

The club is important to me, and when I have the opportunity I like to participate in activities organised in the club (competitions, committees, club socials, etc.)

Aston Hills Golf Club ■ National Benchmark

Club dependent: Aston Hills Golf Club 47%, National Benchmark 49%

Club independent: Aston Hills Golf Club 53%, National Benchmark 51%
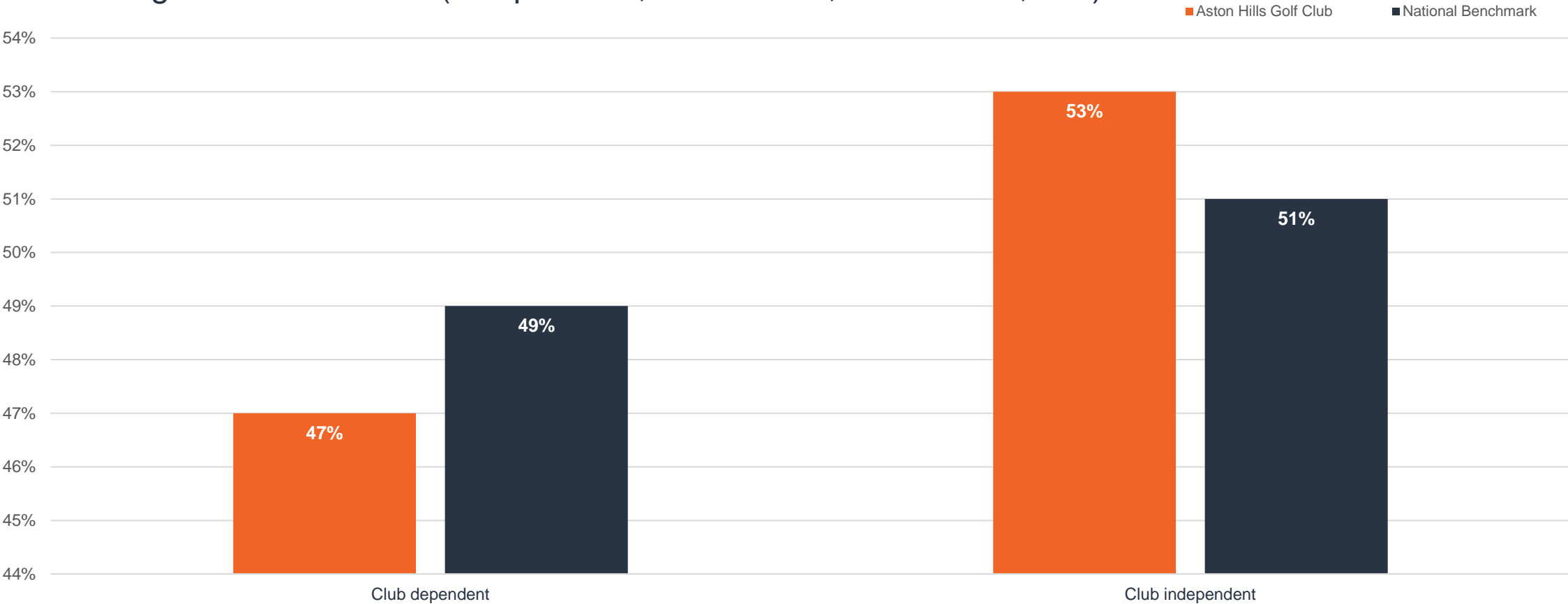
Club life

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Touchpoint	Aston Hills Golf Club	National Benchmark
There is a friendly/welcoming atmosphere in the clubhouse	79	80
There is a good social environment at the club	72	75
Great social events were held at the club during the previous 12 months	66	66
I am happy with the number of social events offered throughout the year	69	68
The variety of competitions covers my needs	78	75
I would feel comfortable booking onto a tee time to play with club members I haven't played with before	74	74
It has been a good experience when I have played with members I hadn't previously met	79	78

Club life

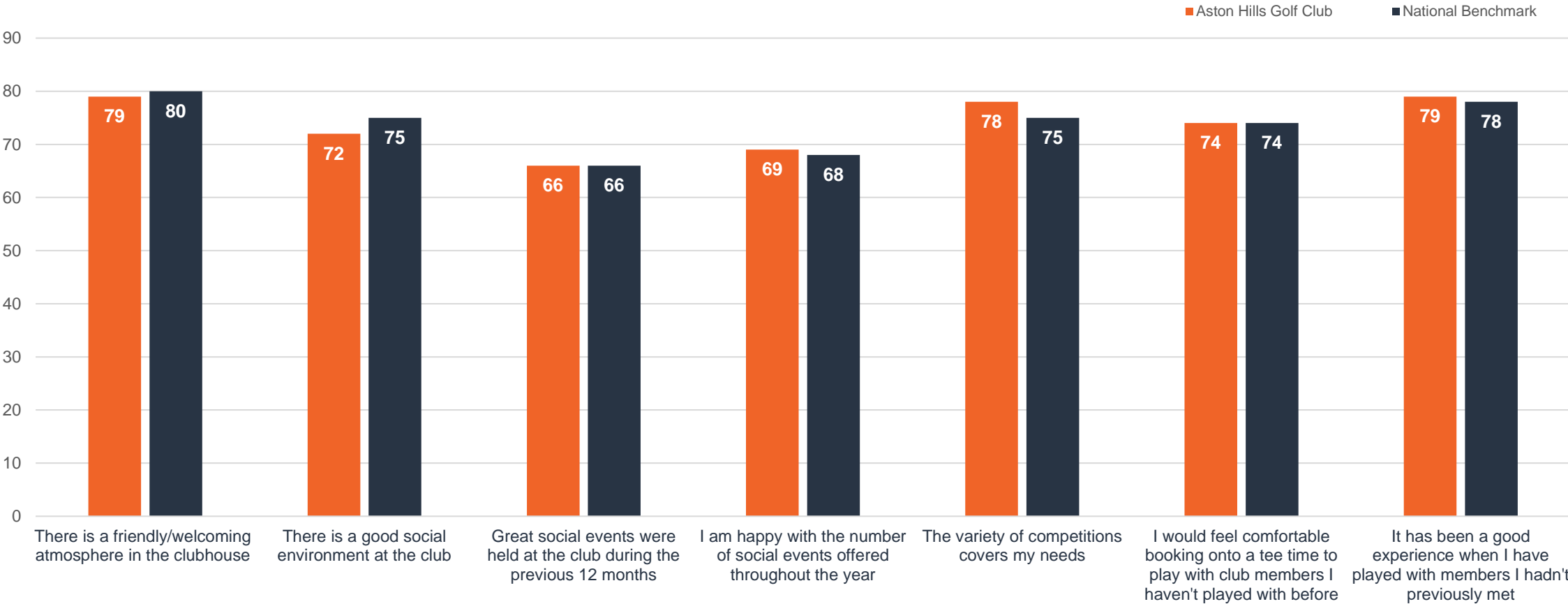| #	Service Area
1	Great social events were held at the club during the previous 12 months
2	There is a good social environment at the club
3	I am happy with the number of social events offered throughout the year
4	The club is important to me, and when I have the opportunity I like to participate in activities organised in the club (competitions, committees, club socials, etc.)
5	There is a friendly/welcoming atmosphere in the clubhouse
6	The variety of competitions covers my needs
7	It has been a good experience when I have played with members I hadn't previously met
8	I would feel comfortable booking onto a tee time to play with club members I haven't played with before

Score

100

95

90

85

80   ⑦   ⑥   ⑤

75   ②
     ⑧
70   ③
              ④
65   ①

60

55

50

Low   Impact on NPS   High

Clubhouse

An overview of all questions in the service area Clubhouse

Clubhouse

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark
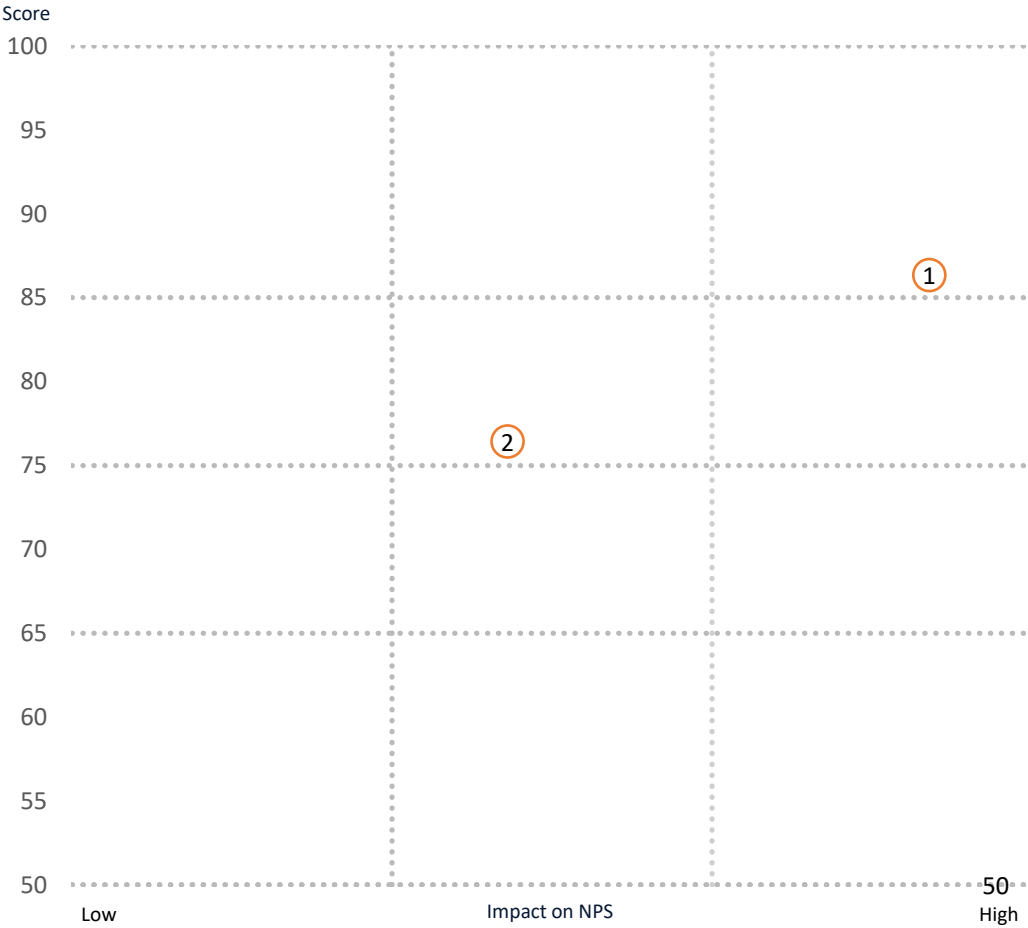
The club is clean and tidy	The changing rooms and toilet facilities are satisfactory
Aston Hills Golf Club: 86	Aston Hills Golf Club: 76
National Benchmark: 80	National Benchmark: 71
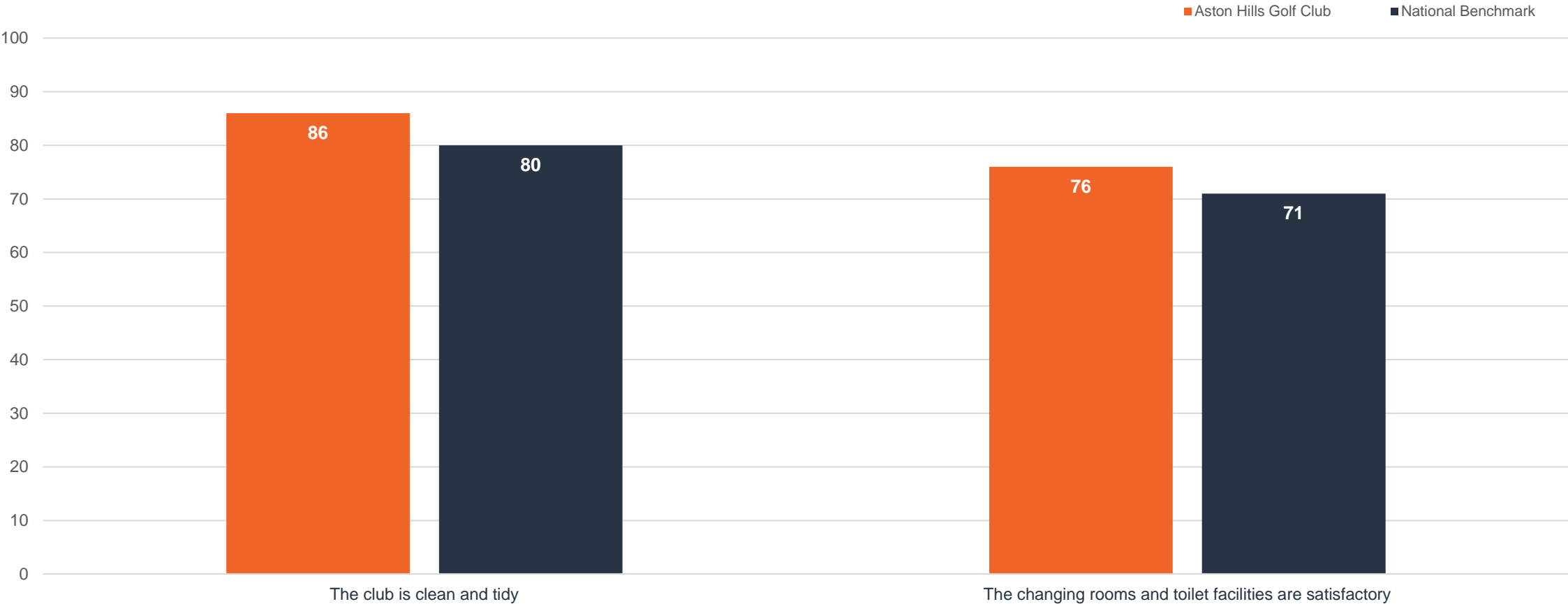
Clubhouse

#	Service Area
1	The club is clean and tidy
2	The changing rooms and toilet facilities are satisfactory

Score

100

95

90

85

80

75

70

65

60

55

50

① 1

② 2

Low

Impact on NPS

High

50

Food and Beverage

An overview of all questions in the service area Food and Beverage

Food and Beverage

How likely is it that you would recommend the bistro to friends, family or colleagues?

■ Aston Hills Golf Club ■ National Benchmark

Detractor: Aston Hills Golf Club 39%, National Benchmark 40%
Passive: Aston Hills Golf Club 43%, National Benchmark 35%
Promoter: Aston Hills Golf Club 18%, National Benchmark 25%

Food and Beverage

How likely is it that you would recommend the bistro to friends, family or colleagues?

■ Aston Hills Golf Club   ■ National Benchmark
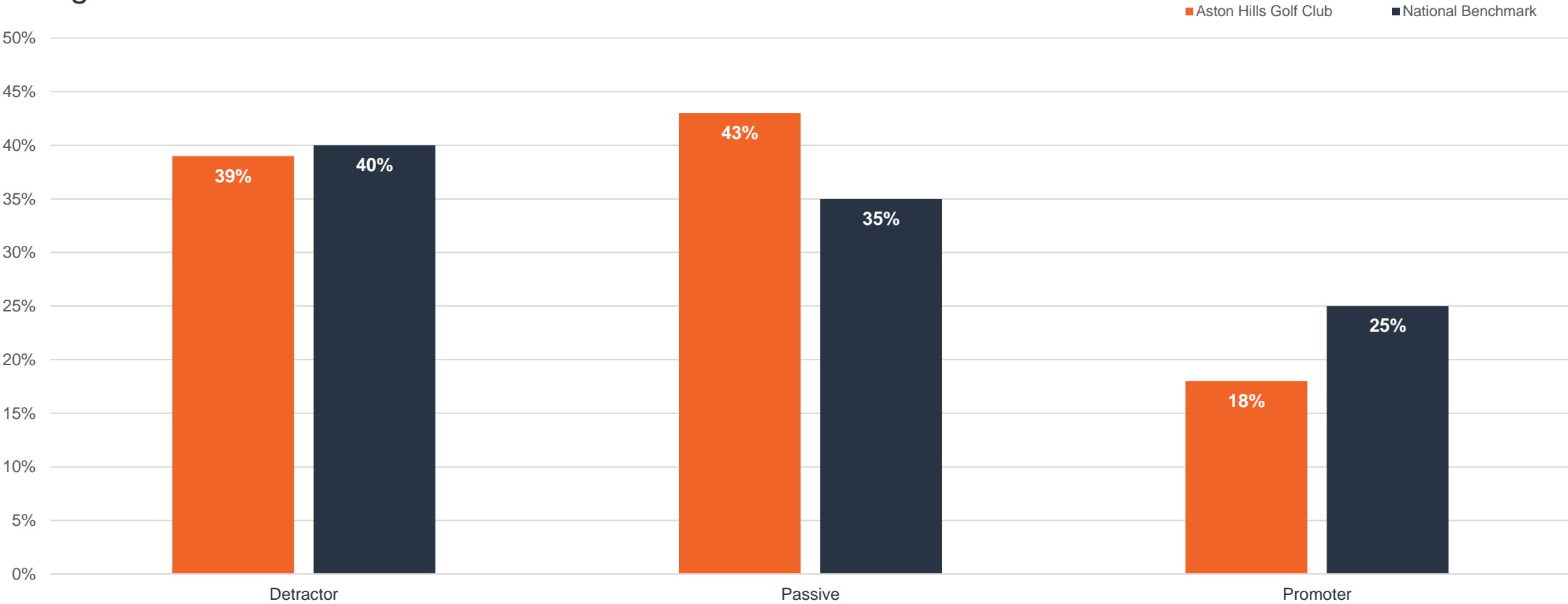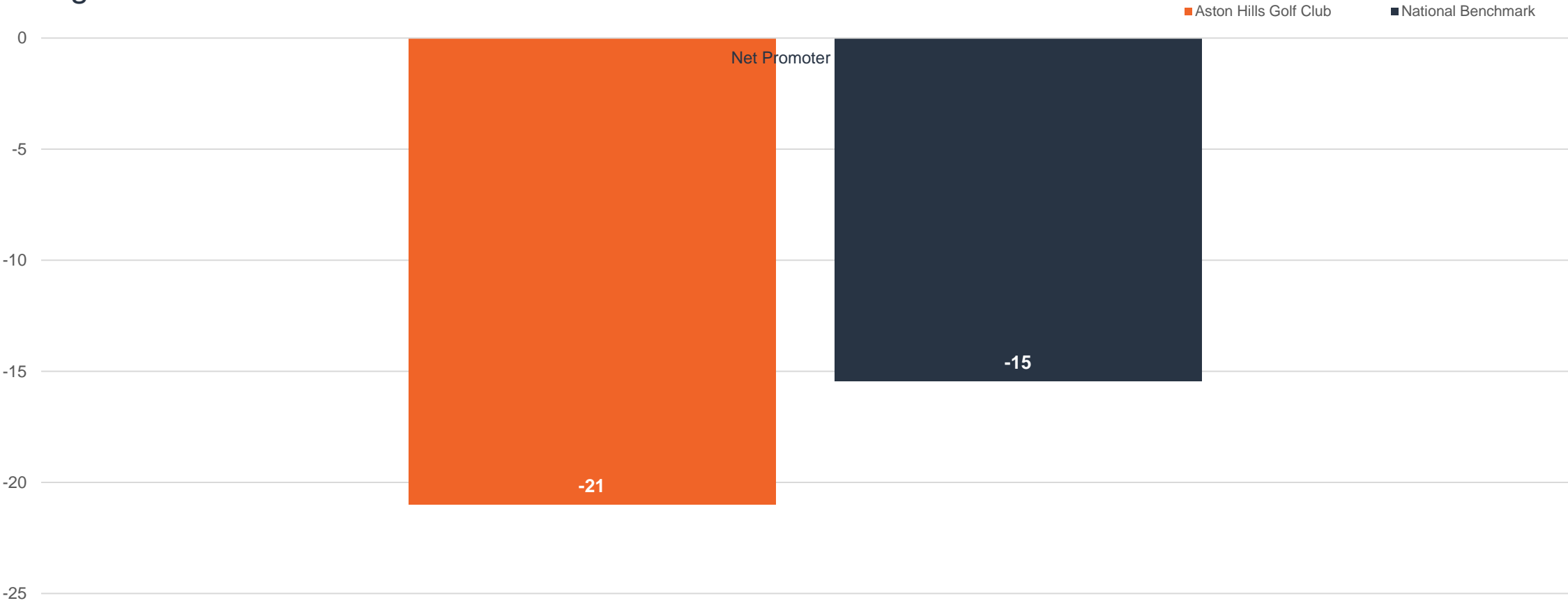
Food and Beverage

During a calendar year, how often do you eat at Aston Hills Golf Club?
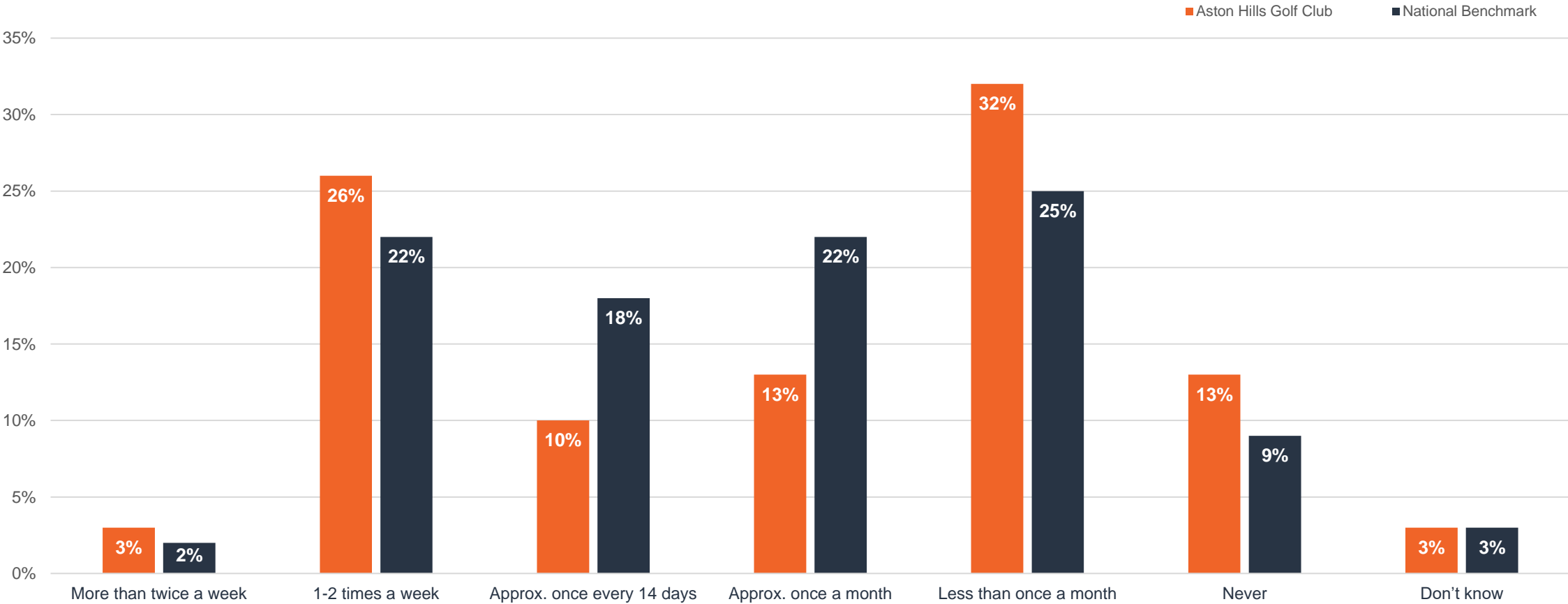
Legend: ■ Aston Hills Golf Club ■ National Benchmark

	More than twice a week	1-2 times a week	Approx. once every 14 days	Approx. once a month	Less than once a month	Never	Don't know
Aston Hills Golf Club	3%	26%	10%	13%	32%	13%	3%
National Benchmark	2%	22%	18%	22%	25%	9%	3%

Food and Beverage

What would encourage you to eat at the club more often? Please note that it is possible to pick more than one box.

Legend: ■ Aston Hills Golf Club ■ National Benchmark
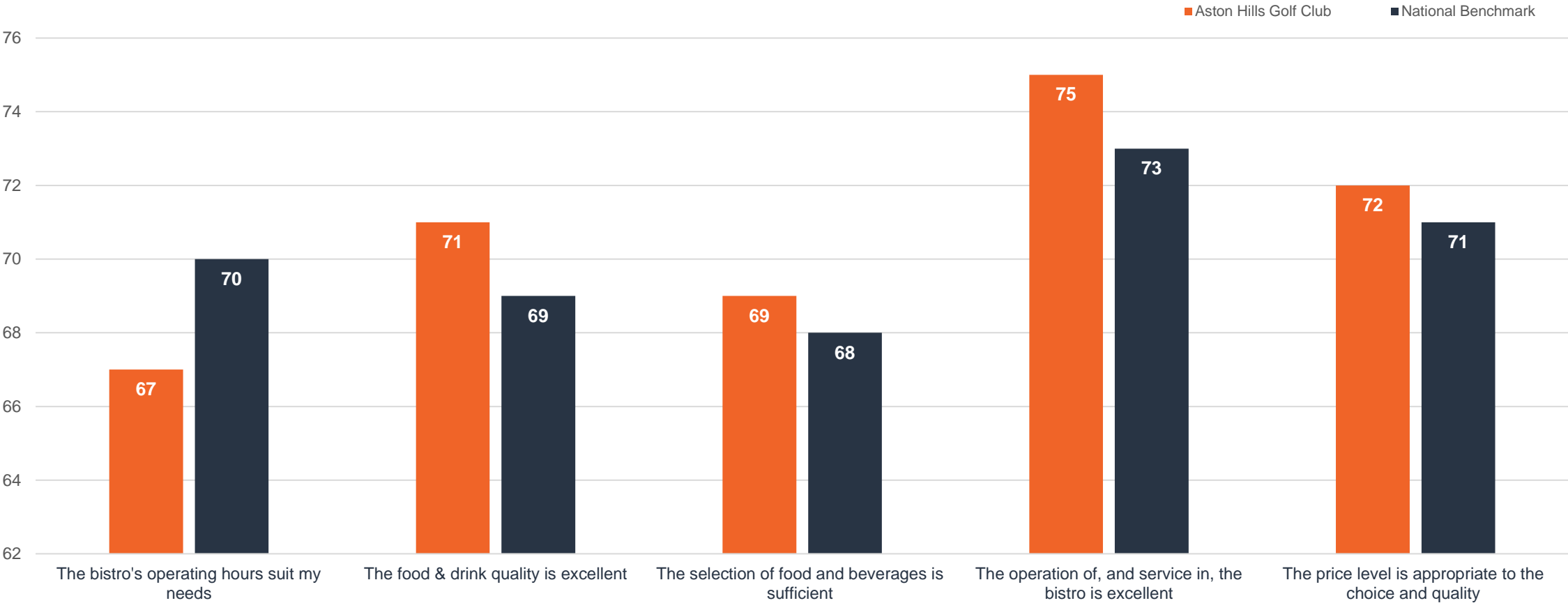
Category	Aston Hills Golf Club	National Benchmark
Better food quality	13%	23%
Better service	6%	4%
More varied menu choices	30%	35%
Family menu offerings for kids	8%	11%
More appealing décor and settings	5%	11%
Better reservation process	2%	1%
Appropriate price points for meals	16%	12%
None of the above	52%	35%
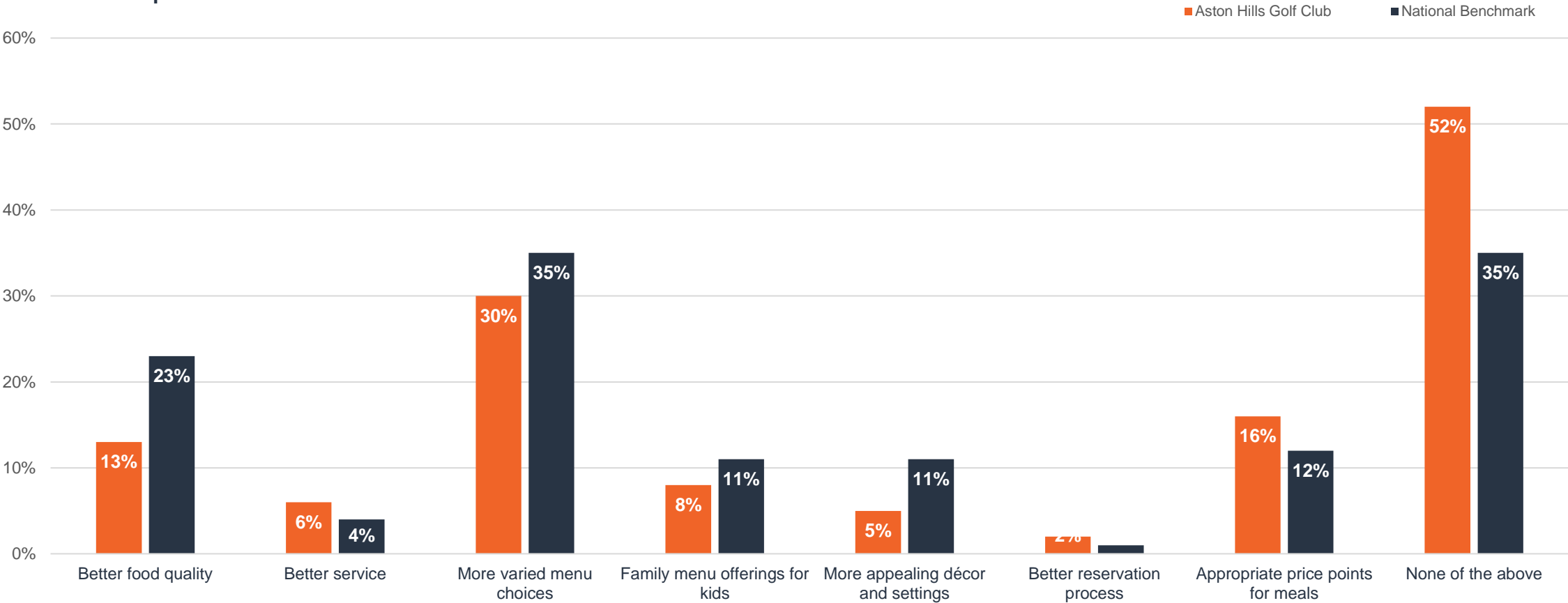
Food and Beverage

Touchpoints in the service area

Legend: Aston Hills Golf Club (orange), National Benchmark (dark blue)

Touchpoint	Aston Hills Golf Club	National Benchmark
The bistro's operating hours suit my needs	67	70
The food & drink quality is excellent	71	69
The selection of food and beverages is sufficient	69	68
The operation of, and service in, the bistro is excellent	75	73
The price level is appropriate to the choice and quality	72	71

Food and Beverage

#	Service Area
1	The price level is appropriate to the choice and quality
2	The food & drink quality is excellent
3	The bistro's operating hours suit my needs
4	The selection of food and beverages is sufficient
5	The operation of, and service in, the bistro is excellent

Practice facilities

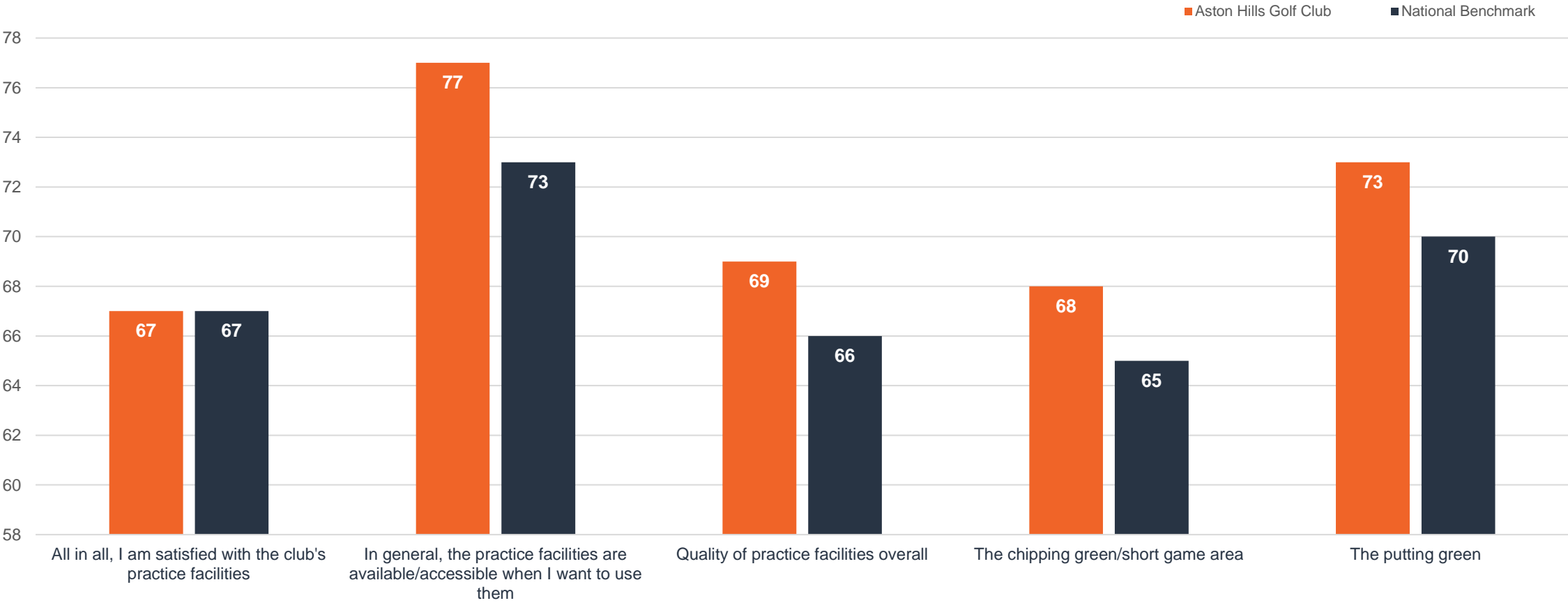An overview of all questions in the service area
Practice facilities

Practice facilities

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Touchpoint	Aston Hills Golf Club	National Benchmark
All in all, I am satisfied with the club's practice facilities	67	67
In general, the practice facilities are available/accessible when I want to use them	77	73
Quality of practice facilities overall	69	66
The chipping green/short game area	68	65
The putting green	73	70

Practice facilities

#	Service Area
1	The putting green
2	All in all, I am satisfied with the club's practice facilities
3	Quality of practice facilities overall
4	In general, the practice facilities are available/accessible when I want to use them
5	The chipping green/short game area
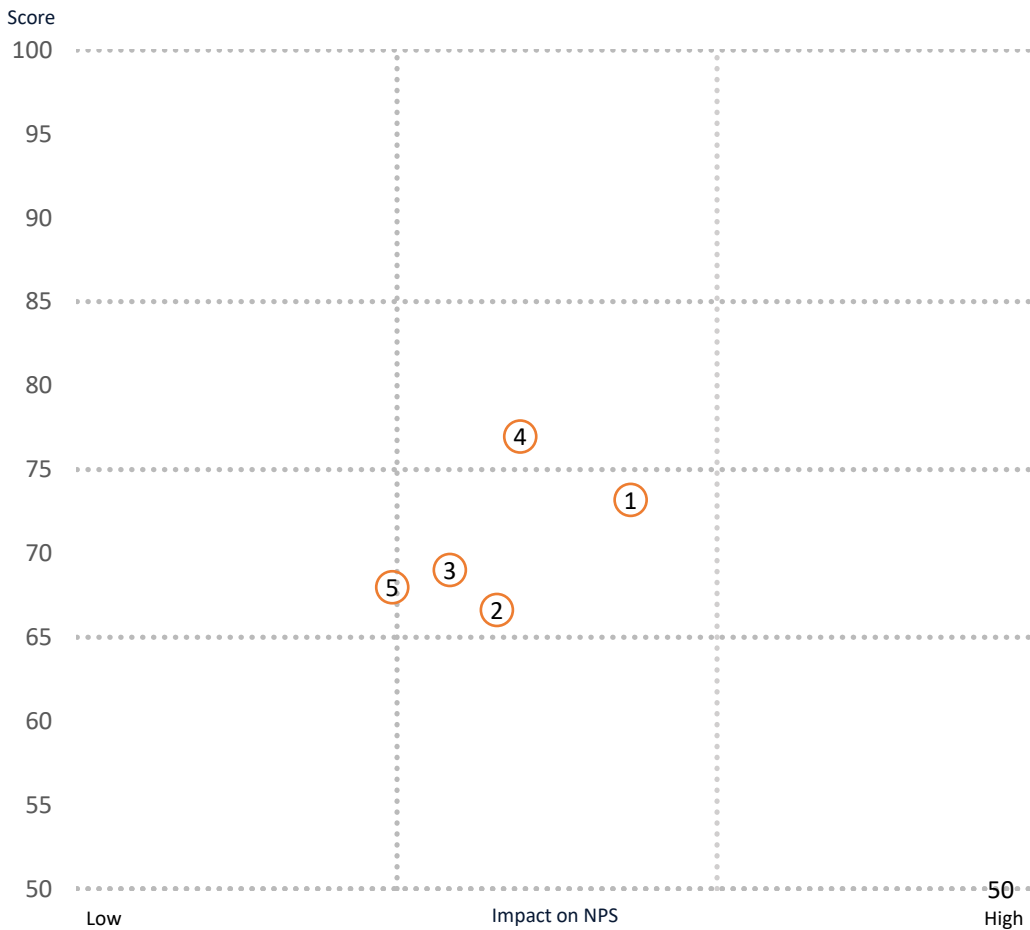
The pro shop

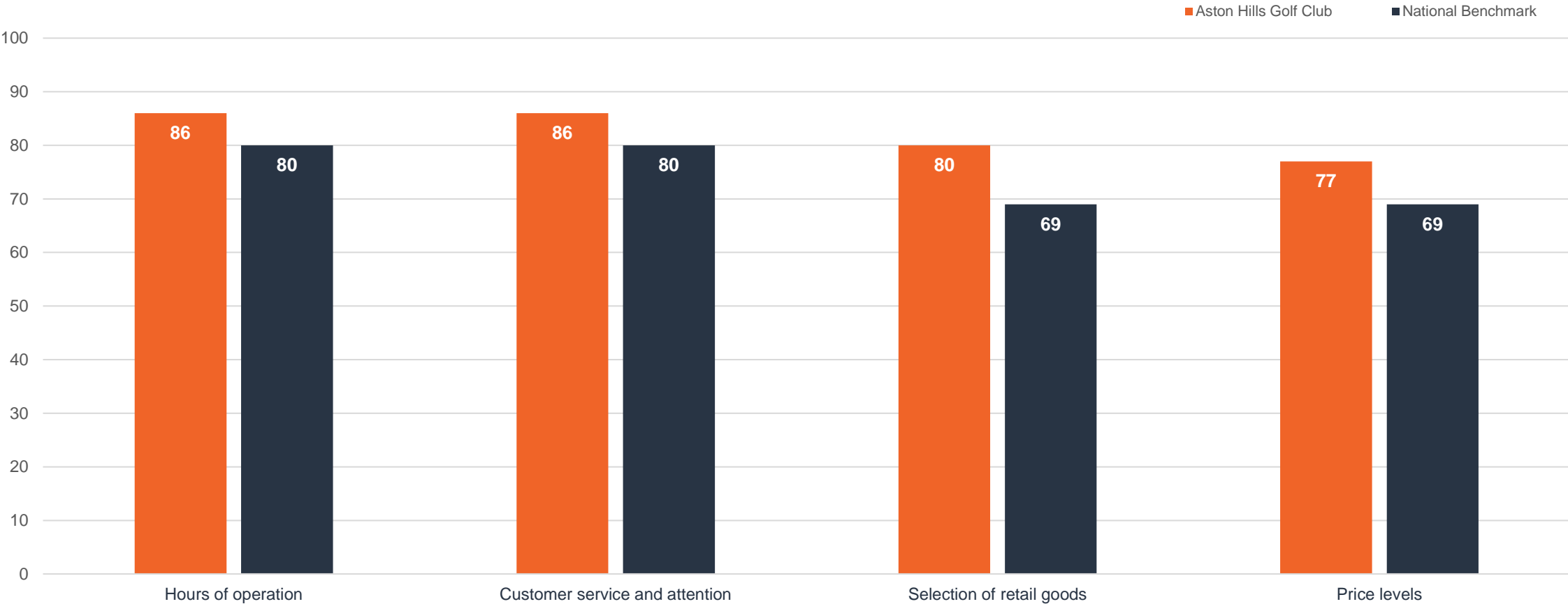An overview of all questions in the service area The pro shop

The pro shop

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

	Aston Hills Golf Club	National Benchmark
Hours of operation	86	80
Customer service and attention	86	80
Selection of retail goods	80	69
Price levels	77	69

The pro shop

#	Service Area
1	Hours of operation
2	Price levels
3	Customer service and attention
4	Selection of retail goods

Lessons

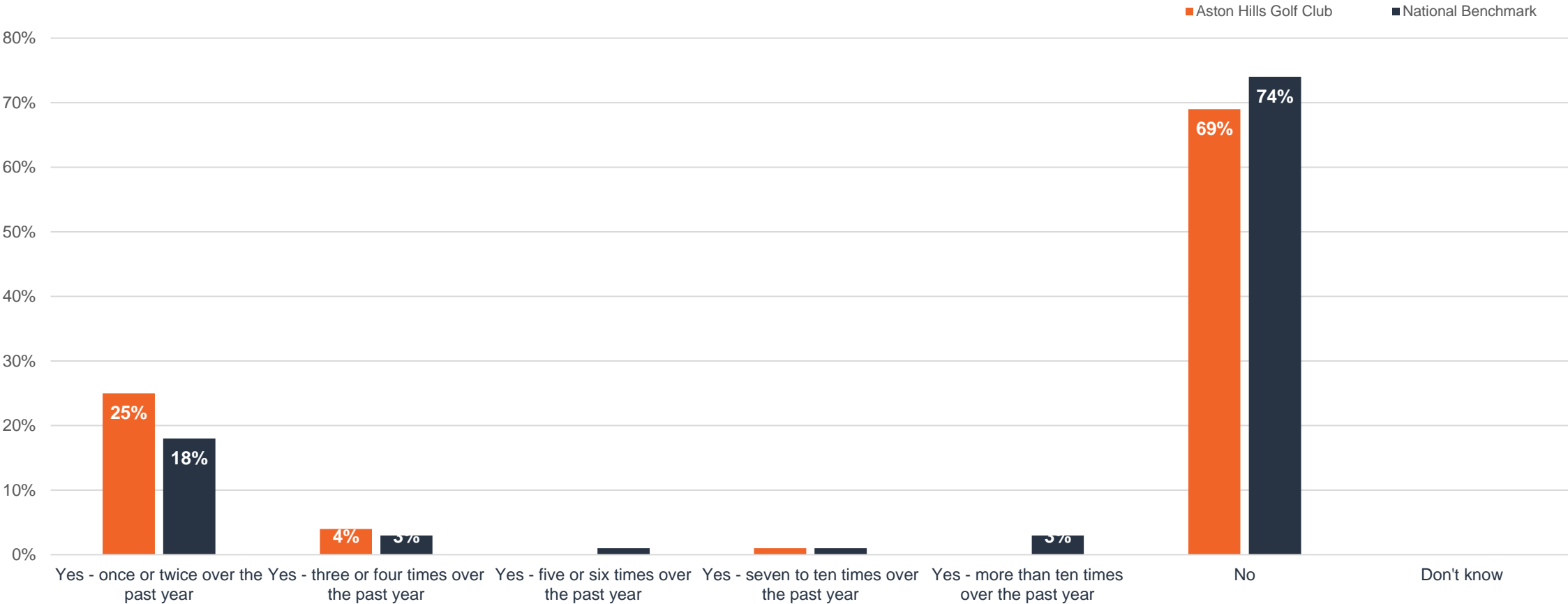An overview of all questions in the service area Lessons

Lessons

Have you taken lessons with the club's Golf professional(s) over the past year?

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Category	Aston Hills Golf Club	National Benchmark
Yes - once or twice over the past year	25%	18%
Yes - three or four times over the past year	4%	3%
Yes - five or six times over the past year		1%
Yes - seven to ten times over the past year	1%	1%
Yes - more than ten times over the past year		3%
No	69%	74%
Don't know		

Lessons

What is/are the primary reason(s) you have not taken lessons from the club's Golf professional(s)?
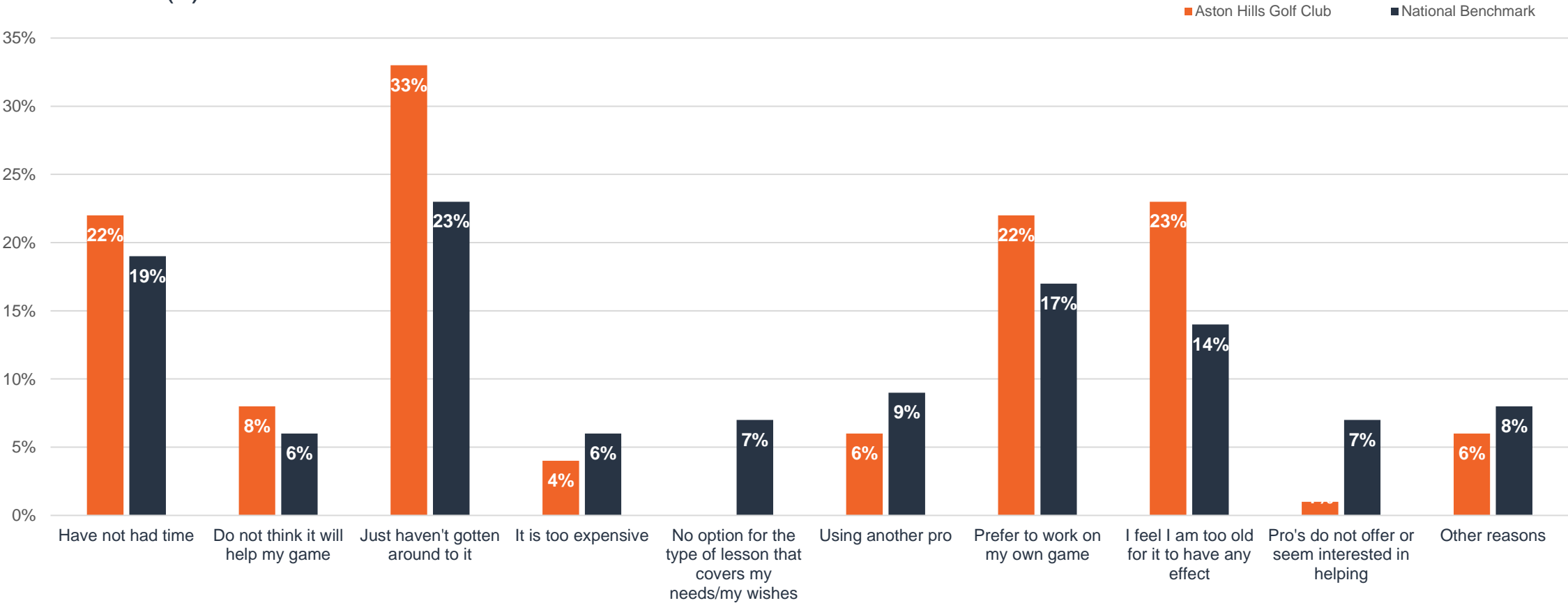
Legend: Aston Hills Golf Club, National Benchmark

Reason	Aston Hills Golf Club	National Benchmark
Have not had time	22%	19%
Do not think it will help my game	8%	6%
Just haven't gotten around to it	33%	23%
It is too expensive	4%	6%
No option for the type of lesson that covers my needs/my wishes		7%
Using another pro	6%	9%
Prefer to work on my own game	22%	17%
I feel I am too old for it to have any effect	23%	14%
Pro's do not offer or seem interested in helping		7%
Other reasons	6%	8%

Lessons

How likely is it that you would recommend the Golf professional to friends, family or colleagues?

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Lessons

How likely is it that you would recommend the Golf professional to friends, family or colleagues?

■ Aston Hills Golf Club ■ National Benchmark

Net Promoter Score
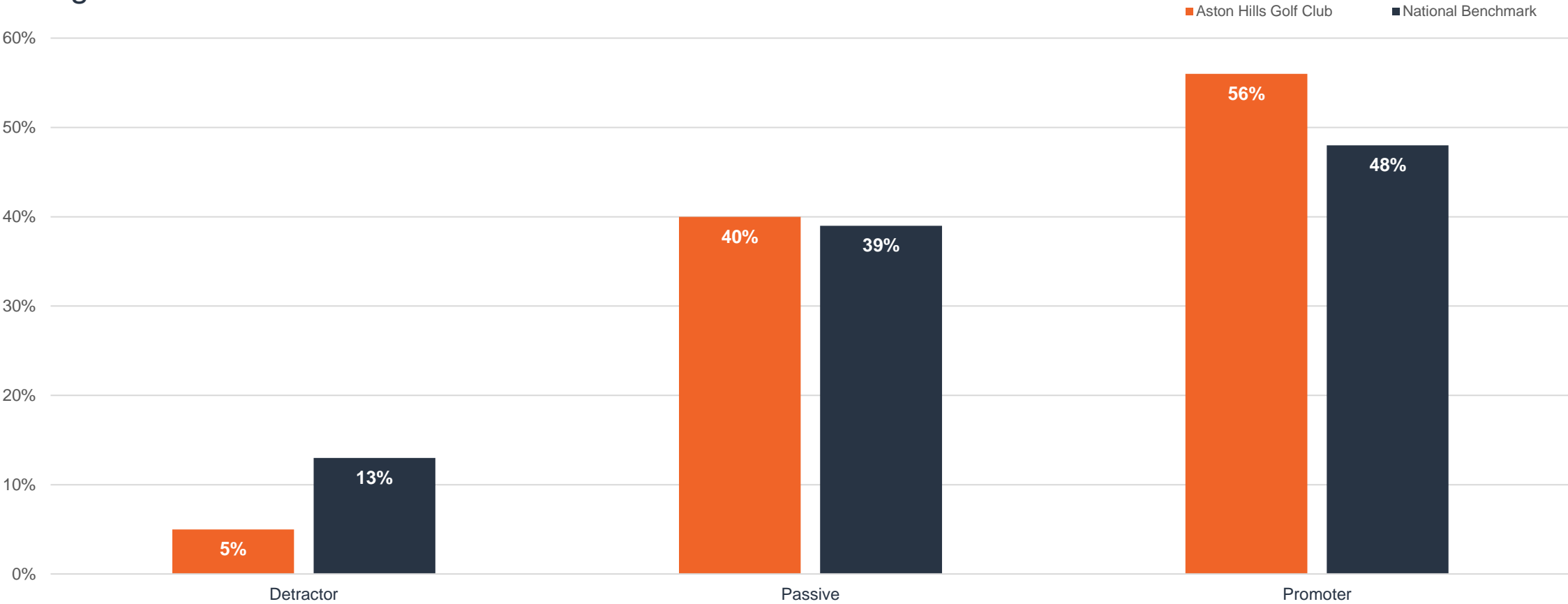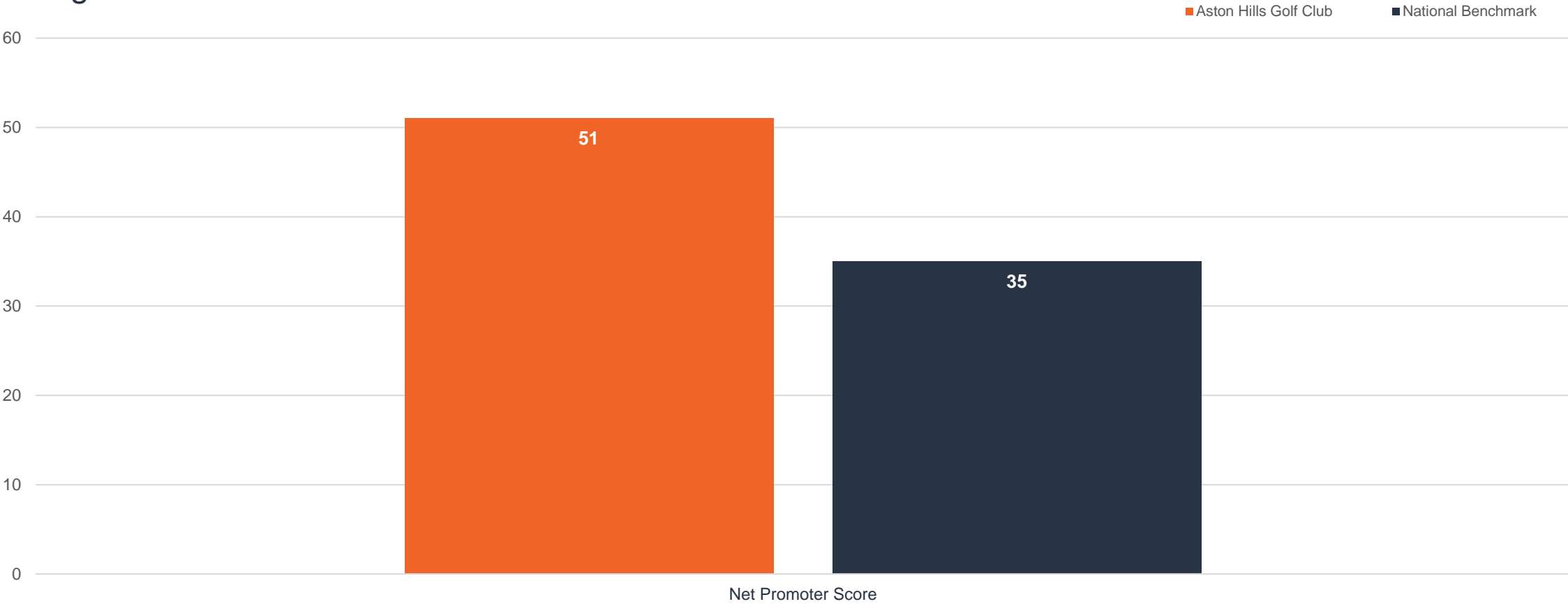
Lessons

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Category	Aston Hills Golf Club	National Benchmark
Improves my golf game	83	79
Educational and exciting coach	80	77
Good and varied range of instruction	82	78
Contributes positively to the environment of the club	85	81
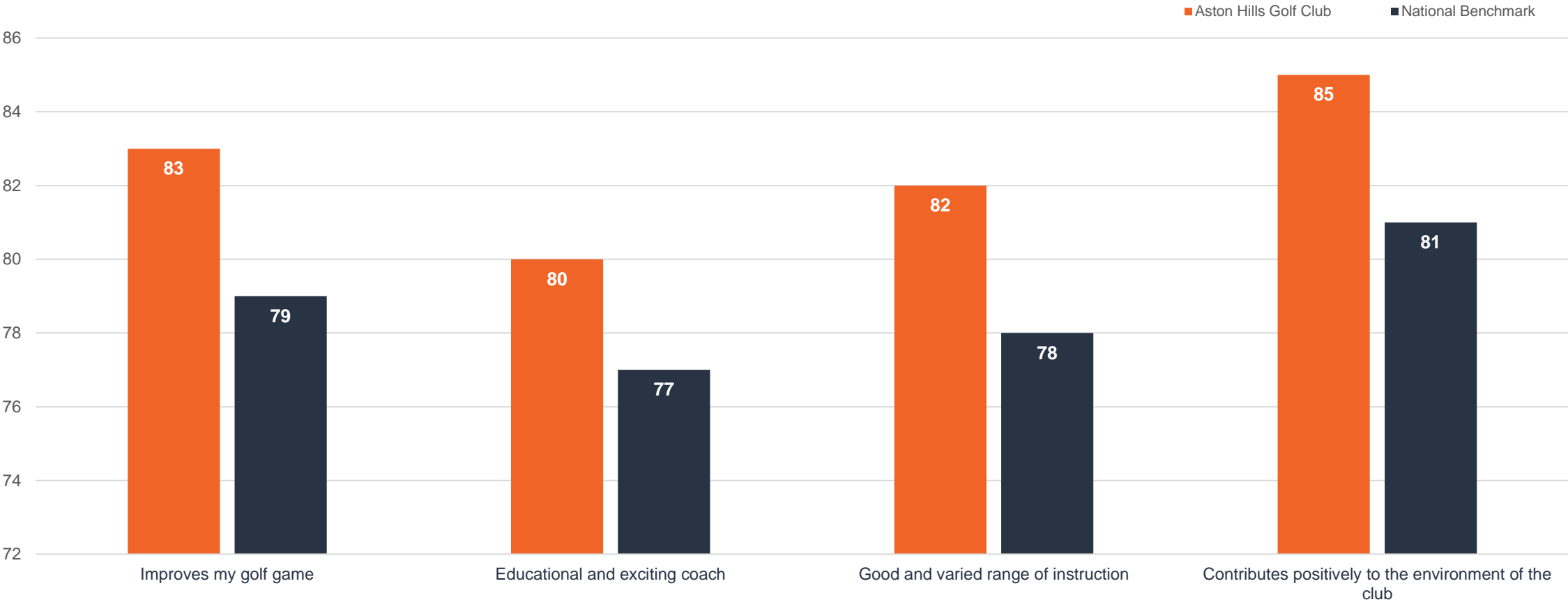
Lessons

#	Service Area
1	Good and varied range of instruction
2	Educational and exciting coach
3	Improves my golf game
4	Contributes positively to the environment of the club

Score

100
95
90
85
80
75
70
65
60
55
50

Low   Impact on NPS   High

50
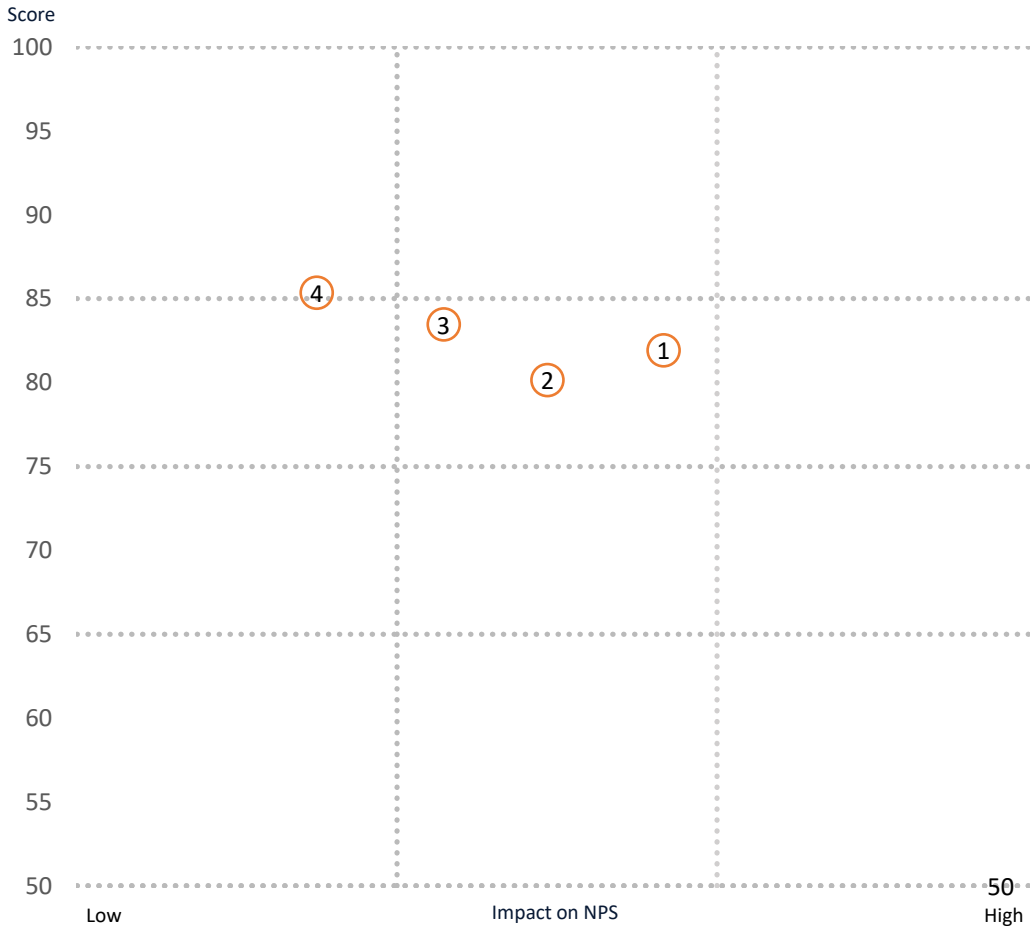
The club in general

An overview of all questions in the service area The club in general

The club in general
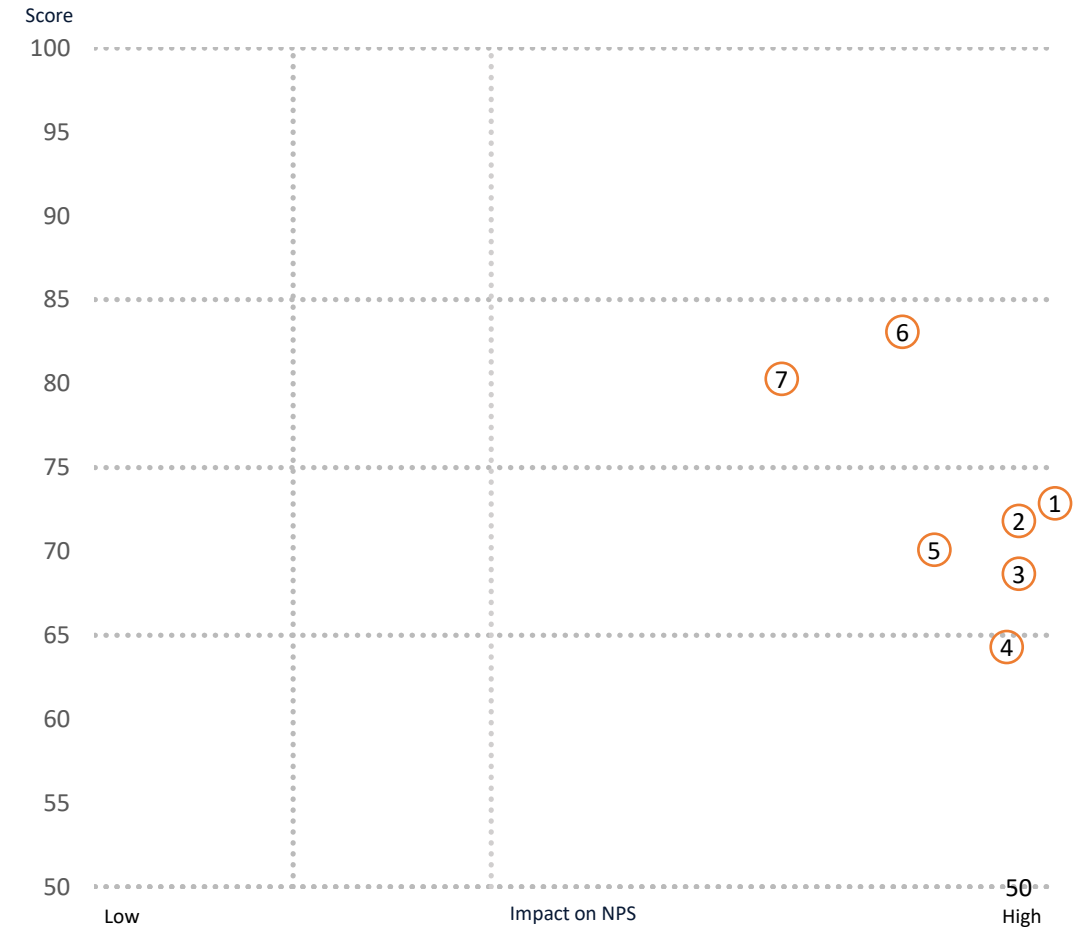
Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Touchpoint	Aston Hills Golf Club	National Benchmark
The office opening hours suit my needs	80	82
The team members at the office provide excellent service	83	82
The Board of Directors is effective	72	73
The Club Management group is effective	73	75
The club's management listens when members make suggestions and new ideas	64	67
Compared to other clubs, the prices at Aston Hills Golf Club are reasonable	70	76
I think my membership offers great value for money	69	75
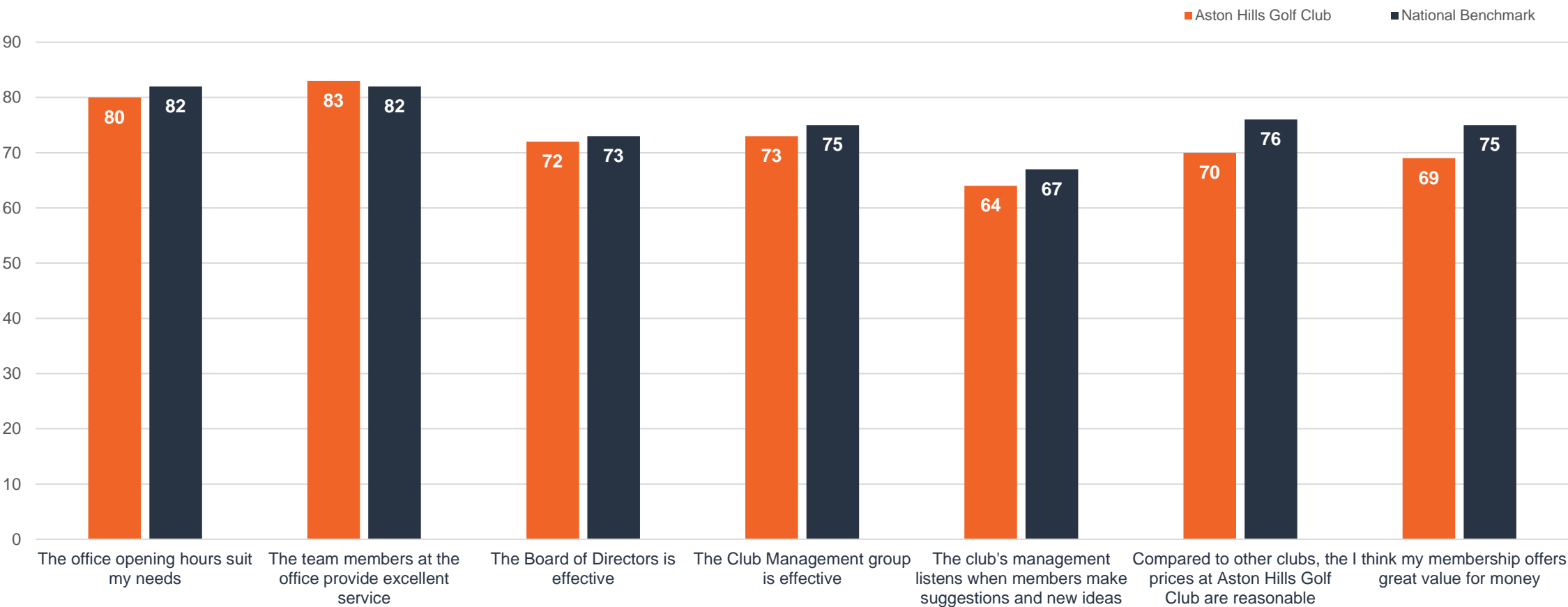
The club in general

#	Service Area
1	The Club Management group is effective
2	The Board of Directors is effective
3	I think my membership offers great value for money
4	The club's management listens when members make suggestions and new ideas
5	Compared to other clubs, the prices at Aston Hills Golf Club are reasonable
6	The team members at the office provide excellent service
7	The office opening hours suit my needs

Juniors

An overview of all questions in the service area Juniors

Juniors

Do you have children aged 17 or younger that are members at the club?

■ Aston Hills Golf Club ■ National Benchmark
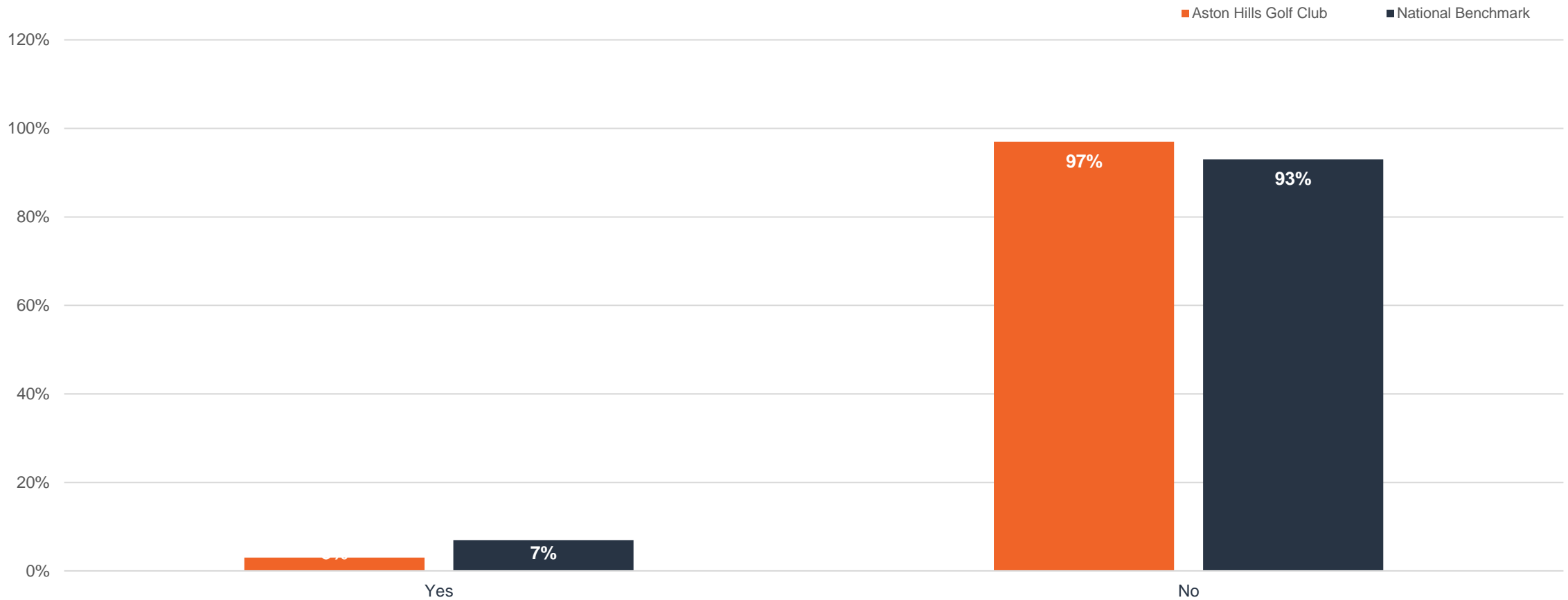
Juniors

Touchpoints in the service area

Legend: ■ Aston Hills Golf Club ■ National Benchmark

Touchpoint	Aston Hills Golf Club	National Benchmark
They enjoy being at the golf club	72	77
They have made new friends to practice and play with through junior activities and competitions	59	55
There are regular junior competitions and events available	57	49
There are regular opportunities to make new friends through junior activities and competitions	52	49
The adult members welcome them and make them feel like part of the club	84	72
There is a clear framework in place to develop their skills	59	56

Background questions

An overview of all questions in the service area
Background questions

Background questions

For how many years have you been a member at Aston Hills Golf Club?
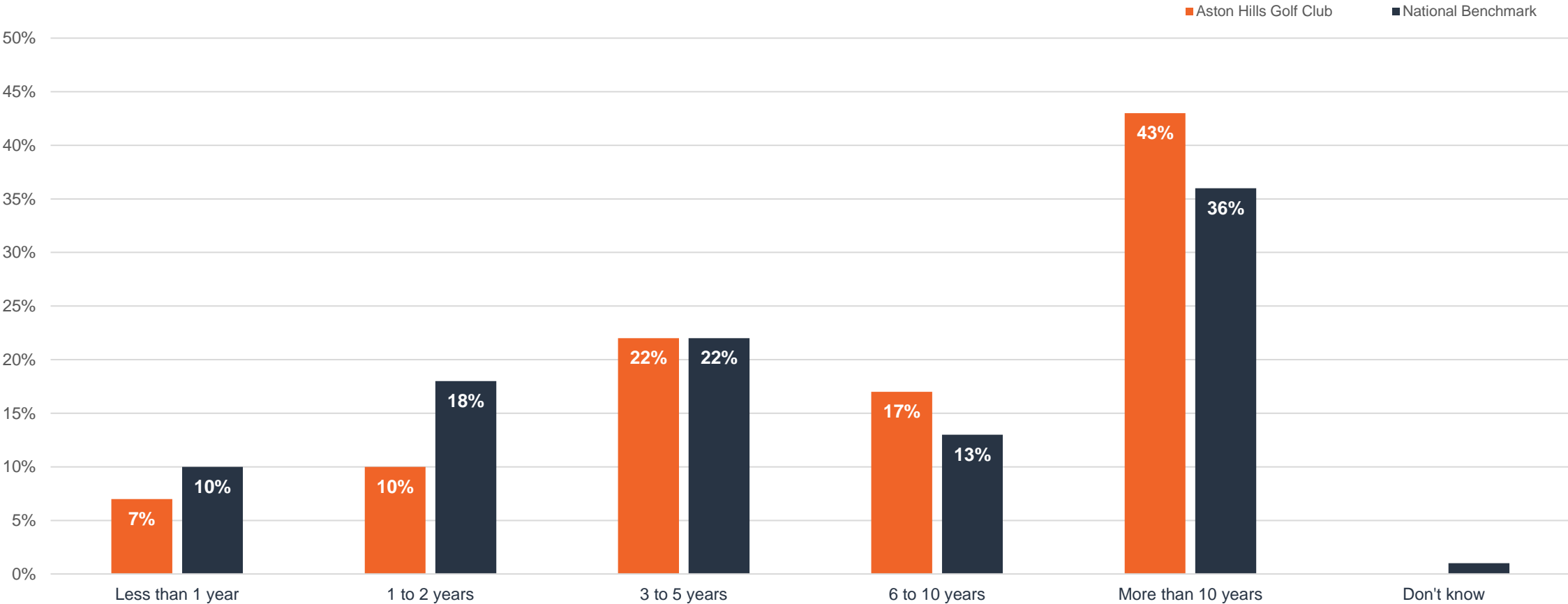
Background questions

Please state your Handicap Index
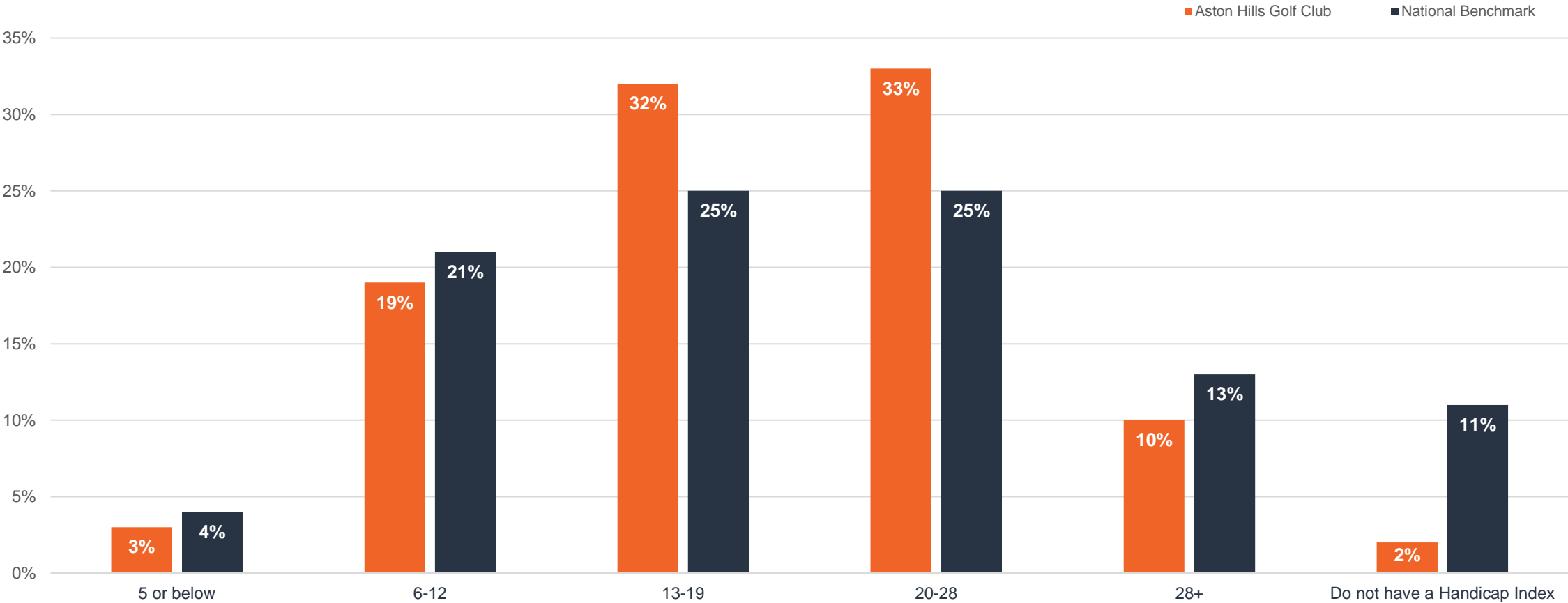
Legend: ■ Aston Hills Golf Club ■ National Benchmark

Handicap Index	Aston Hills Golf Club	National Benchmark
5 or below	3%	4%
6-12	19%	21%
13-19	32%	25%
20-28	33%	25%
28+	10%	13%
Do not have a Handicap Index	2%	11%

Background questions

Please state your age

Background questions

Gender

Aston Hills Golf Club ■ National Benchmark

	Male	Female	Non binary	Prefer not to say
Aston Hills Golf Club	87%	11%		2%
National Benchmark	81%	18%		1%
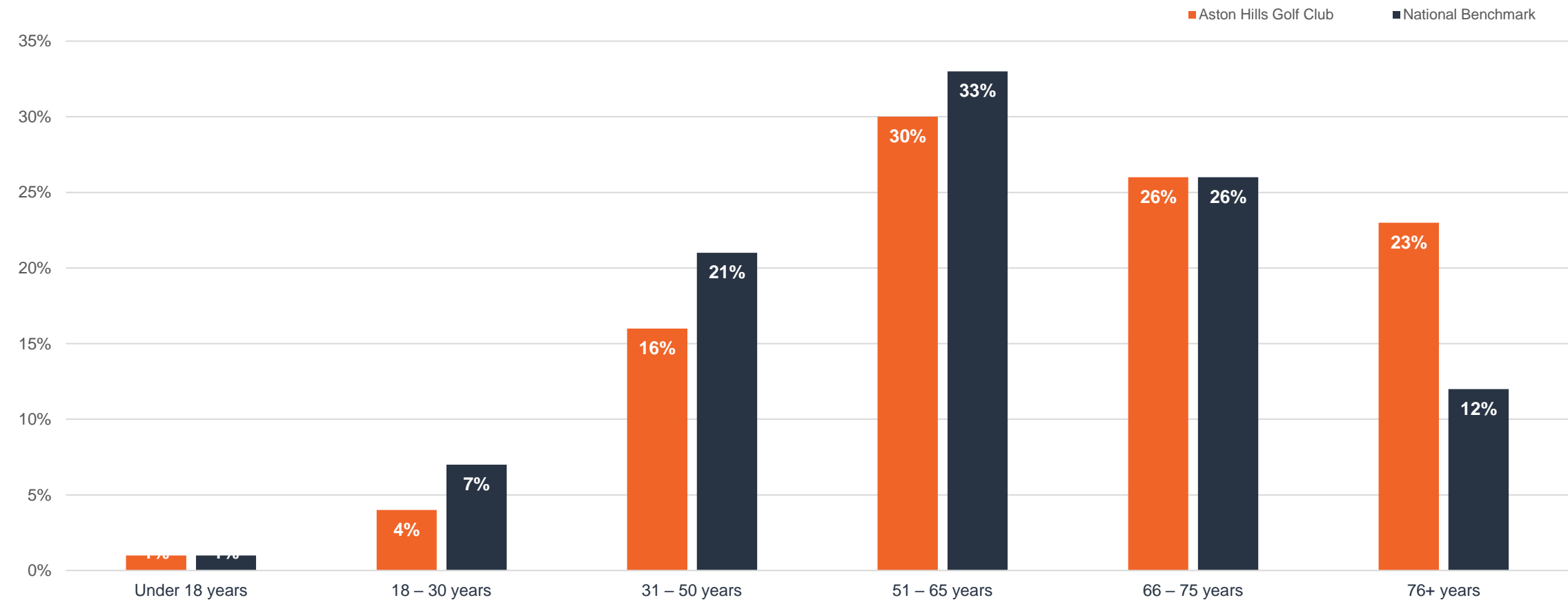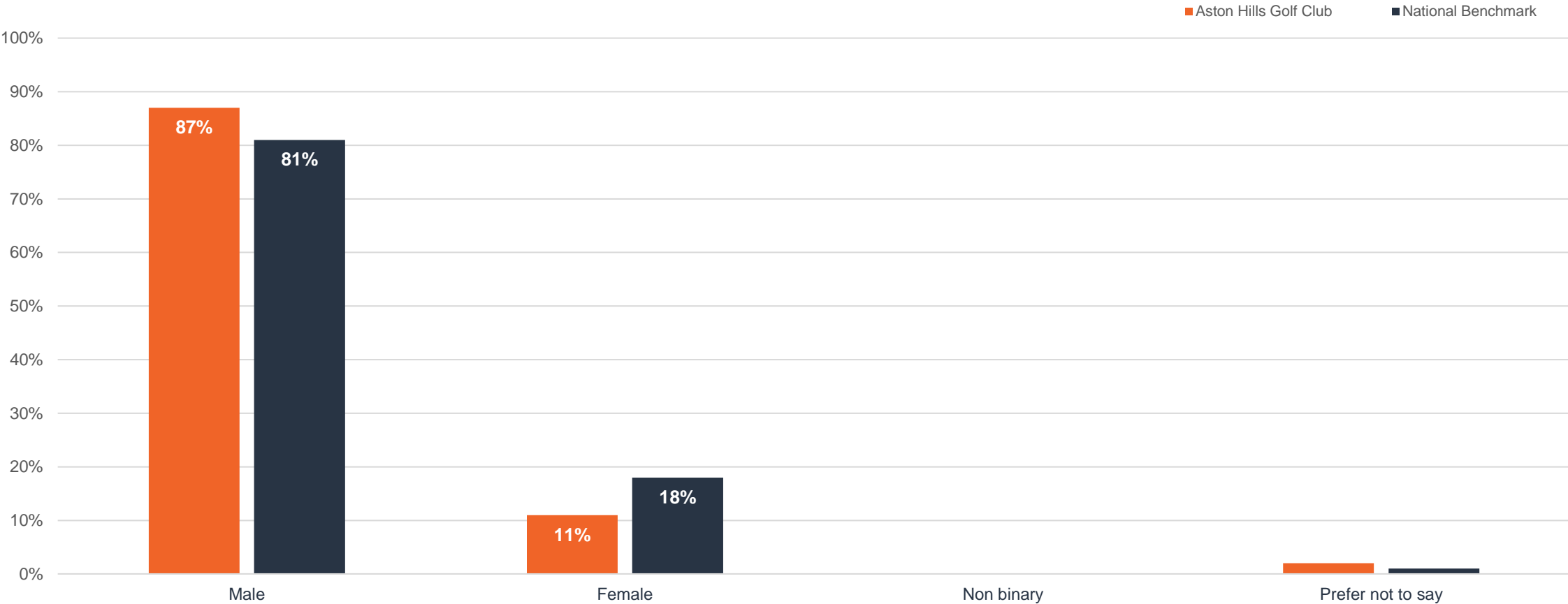
Background questions

Which of the following words do you think non-members would use the most to describe Aston Hills Golf Club. (Please note that it is possible to pick more than one box)
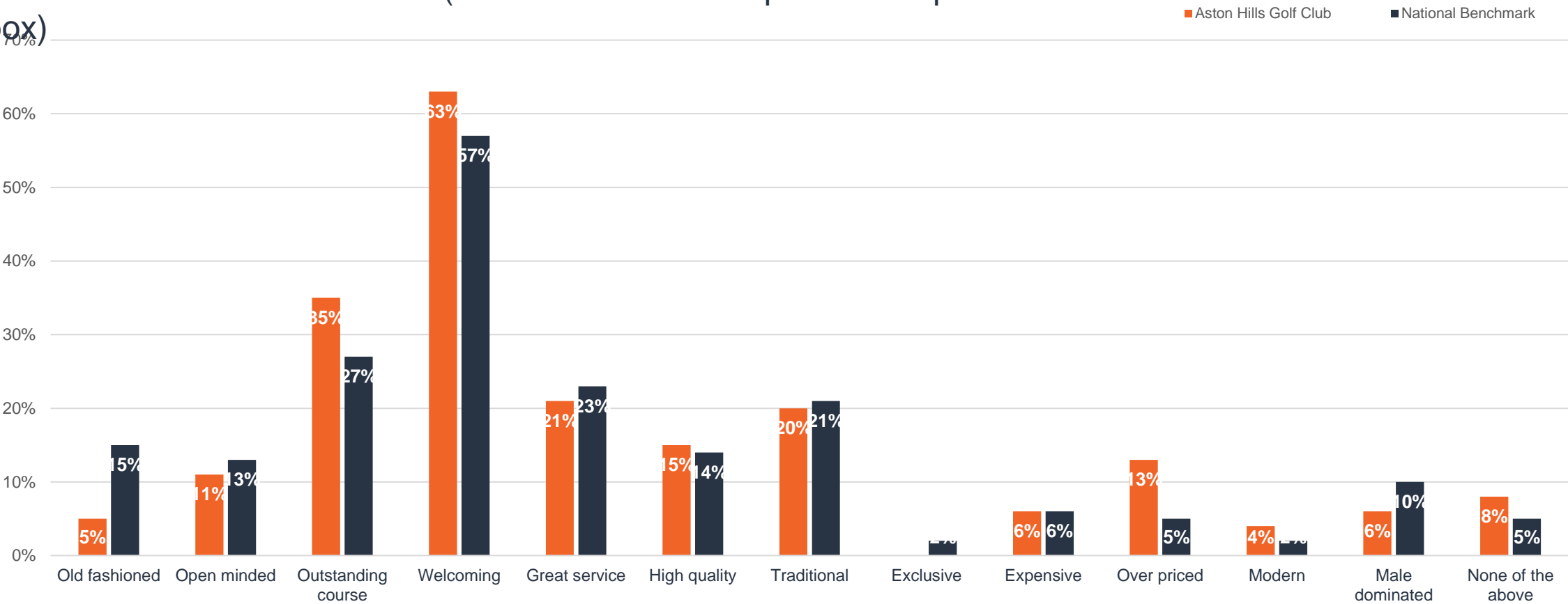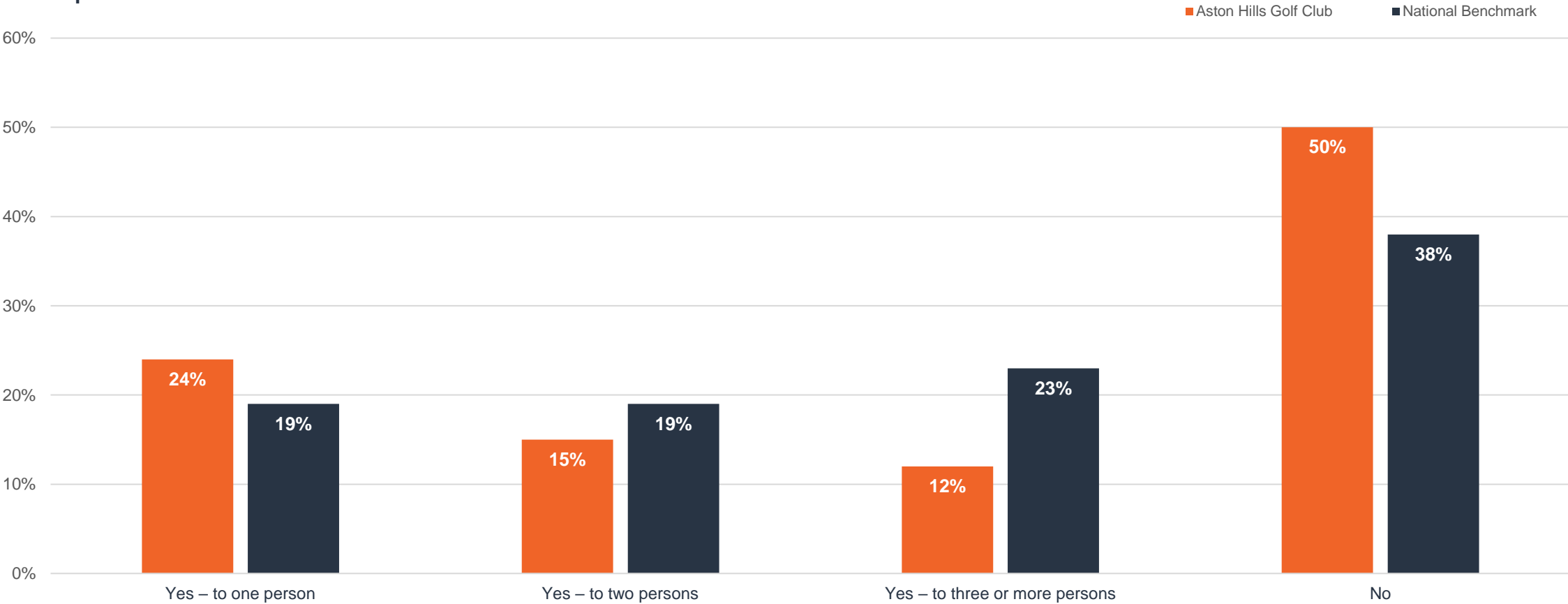
Legend: ■ Aston Hills Golf Club ■ National Benchmark

	Old fashioned	Open minded	Outstanding course	Welcoming	Great service	High quality	Traditional	Exclusive	Expensive	Over priced	Modern	Male dominated	None of the above
Aston Hills Golf Club	5%	11%	35%	63%	21%	15%	20%	—	6%	13%	4%	6%	8%
National Benchmark	15%	13%	27%	57%	23%	14%	21%	2%	6%	5%	2%	10%	5%

Background questions

Have you recommended membership to Aston Hills Golf Club to any non-members in the past 12 months?

■ Aston Hills Golf Club   ■ National Benchmark

Category	Aston Hills Golf Club	National Benchmark
Yes – to one person	24%	19%
Yes – to two persons	15%	19%
Yes – to three or more persons	12%	23%
No	50%	38%

Further comments

An overview of all questions in the service area
Further comments

Further comments

What does Aston Hills Golf Club do well to make it a good club to be a member of?

"Happy enviroment. Good course conditions"

"Great volunteers and staff and good value for money"

"Condition of course and service within the club and value for money"

You can view all 158 comments on the following link
https://app.players1st.sport/

Further comments

What can Aston Hills Golf Club improve to make your experience even better?

"Improve fees structure and improve fairways during winter so that they are playable"

"Better food experience and extended bar hours"

"introduce 1 day a week membership, a reduced cost would bring more members"

You can view all 187 comments on the following link
https://app.players1st.sport/

Prizes

An overview of all questions in the service area Prizes

Prizes

Would you like to take part in a draw for prizes from the club?

Legend: ■ Aston Hills Golf Club ■ National Benchmark
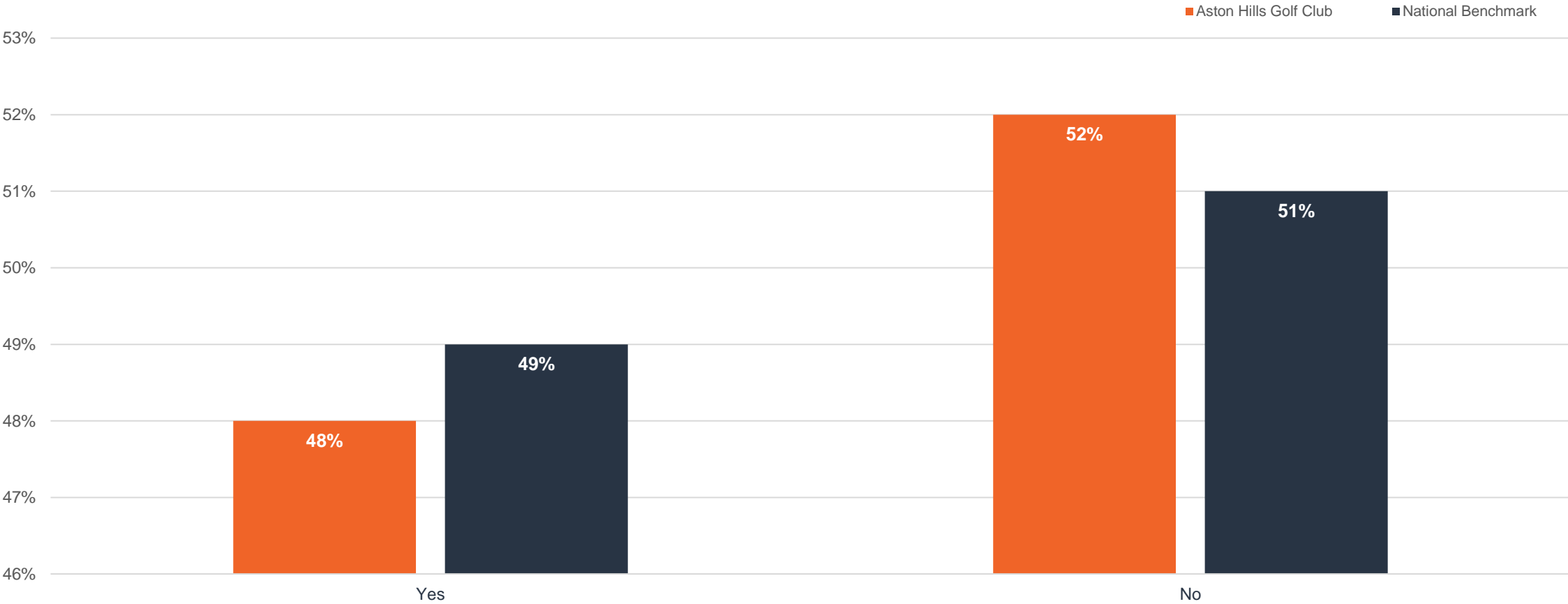
Follow up

An overview of all questions in the service area
Follow up

Follow up

To follow up on your comments, the club would like to have the opportunity to contact you.

■ Aston Hills Golf Club   ■ National Benchmark
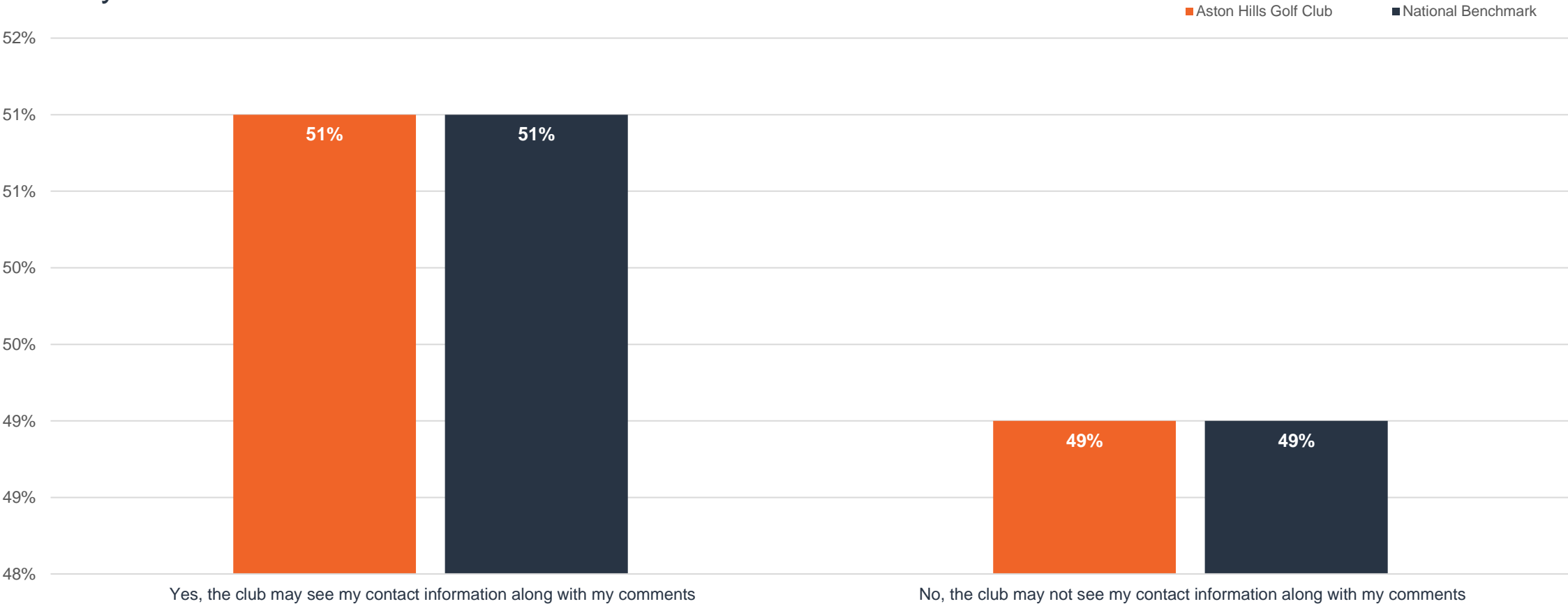
Closing remarks

Now that we have gathered valuable insights, it's time to move forward and take action based on the results. Here are some important action points to consider:

1) Develop an Action Plan: Create a comprehensive action plan that outlines the steps to be taken to address the findings. Assign responsibilities, set deadlines, and establish milestones for each action item. A well-structured plan will ensure that the necessary actions are taken in a timely manner.

2) Communicate Results and Action Plan: Share the survey results and action plan with relevant stakeholders or members of your club. Effective communication is crucial to gain support, align expectations, and foster collaboration in implementing the necessary changes.

Remember, conducting a survey is just the beginning. It is the actions we take based on the survey results that truly make a difference. By embracing the survey findings and implementing meaningful changes, we can drive positive outcomes and enhance our organization's success.

Thank you for your participation and support!

The End

We hope this presentation on your survey results has provided you with valuable insights and meaningful information.

We would love to hear your thoughts on the presentation and any suggestions you may have. Please feel free to share your feedback with us.