New Orleans Country Club Golf Operations

The GIST of Member Service "Exceed Member Expectations, Strive for perfection."

What do we do?

We are in the Business of

"Enriching Lives"



Common Purpose

"We create happiness, relaxation and a feeling of appreciation by providing recreation, instruction and competition for members, guests and their families with the best possible service."

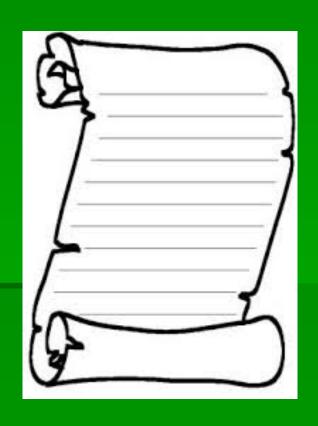
Memberology – The study of Members

- Needs
 - Knowing their unexpressed
 Wishes and Needs
- Wants
- Stereotypes
- Emotions





Standards and Values



Service Standards

Place in Order for your organization

- Courtesy
- Safety
- Efficiency
- Presentation
- Informative

Service Standards

- 1. Safety
- 2. Courtesy
- 3. Informative
- 4. Presentation
- 5. Efficiency

SAFETY

Non negotiable

COURTESY

- SERVICE
- GIST

The *GIST* of Member Service

Greet

Introduce/Inquire/Inform

Serve

Thank/Think

GREET Green and Golden Rule #1

Always initiate conversation.

COURTESY INTRODUCE YOURSELF

People are uncomfortable not knowing your name. Make sure your name tag is on your uniform and Introduce yourself if you think they may not know your name

Hi! I'm _____! And your name?

COURTESY INQUIRING

How may I help you?

Ask as many questions as you need in order to find out the member's needs.

COURTESY INFORM

- Course conditions
- Weather forecast
- People playing
- Upcoming events

Serve

- Smile
- Eye Contact
- Ready & Alert Respect and Welcome
- Verbal Acknowledgement–Value and Purpose
- Introduce Yourself Initiate Contact
- Create Service Solutions
- Enthusiastic End with Thank You

COURTESY SERVE

Offer to fill their needs plus 1

You don't need to be asked to offer



SERVE

- Deliver on what you offered
- The great band aid
- Delivering plus 1% can help speed up the heeling of any wounds caused by earlier steps
- How you deliver will directly impact your future relationship with the member

COURTESY THANK

The best response to thank you is

THANK YOU

COURTESY

• An important step in the service process because it will help you in future encounters.

Share your experiences with other staff

INFORMED

Know your Products. Know your Club

Presentation "The BEST IN SHOW"

- Shop Presentation
- Golf Course
- Practice Facilities
- Bag Room
- Golf Cars
- Surrounding Grounds
- Personal Appearance

EFFICIENCY

Productivity

Skill Improvement

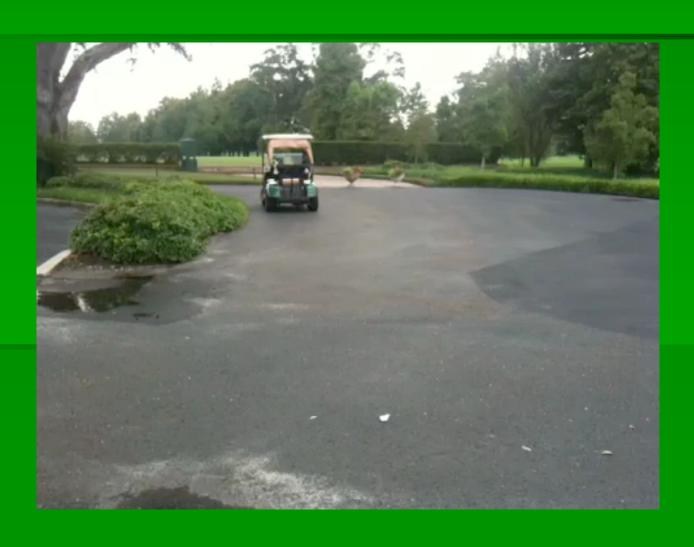
Time Management



Values

- Honesty
- Integrity
- Respect

Values



Thank You

For your time

For continuing to learn and improving your talents