

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
-

COURTESY

The *GIST* of Member Service

Greet

Introduce/Inquire/Inform

Serve

Thank/Think

COURTESY

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*

COURTESY

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



COURTESY SERVE

- Deliver on what you offered
- The great band aid
- Delivering plus 1% can help speed up the healing 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 THINK

- 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