

# Why Consider ClubInsights?

## Maximize Member Retention and Member Referrals!

### Club Management Made Simple.

Today's *Experience Economy* demands Clubs exceed member expectations by continually delivering more value. ClubInsights is a state of the art business intelligence tool, designed to help Club Managers exceed member expectations at every point of contact.

Our Member Satisfaction Research Report is your most valuable management tool, providing a clear picture of strengths and areas in need of improvement. ClubInsights is simple to use and reveals the most important things managers should focus on to improve member experiences in every area of Club Operations.

Since member satisfaction drives retention and referrals, this tool will also be your most important marketing program. ClubInsights is the finest "feedback" instrument in the Club Industry.

<u>Features</u>	<u>Typical Survey</u>	<u>SureVista Research</u>	<u>The SureVista Advantage</u>
Web based survey for data collection	ü	ü	
Performance data results	ü	ü	
Member Comments	ü	ü	Read honest comments from members shared through confidentiality of 3rd party.
Professionally constructed questions		ü	Dr. Spreng is an international expert in consumer behavior and customer satisfaction research.
10 drivers of success for Country Clubs		ü	Research confirms the 10 drivers of success for Country Clubs. See how you are performing.
Performance / Importance maps help management see what is important to members		ü	Identifies strengths and weaknesses and provides a clear path for improvement.
Align the board, members and club management		ü	Scientific results that clearly shows leadership where we are and where we need to be .
Identify marketing Strengths		ü	Know from your members the best ways to obtain new members.
Benchmarking ( yearly and Industry comparables)		ü	Compare year to year to measure progress. Compare performance to other clubs.
Problem Analysis		ü	Identify problem areas and make adjustments improving member retention.
Quiets outspoken member(s) with strong opinions		ü	Accurately address concerns for all members.
Tested sophisticated research system		ü	Send email invitations, track responses, send reminders, compile data, produce reports.
Benefit of using a confidential 3rd party.		ü	Higher response rates and better information.
Annual review of research results and training.		ü	Train Club Manager to interpret research results and how to build an actionable plan.
Do only one thing... provide email addresses.		ü	We take care of the rest.





*"Your QuickPeak program has become a valuable tool in our weekly, monthly operations. We are able to measure our service levels on a much more consistent and timely basis without having to wait until our next full survey. It gives us instant feedback on many areas of the club and allows us the opportunity to fine tune our service to the membership quickly."*

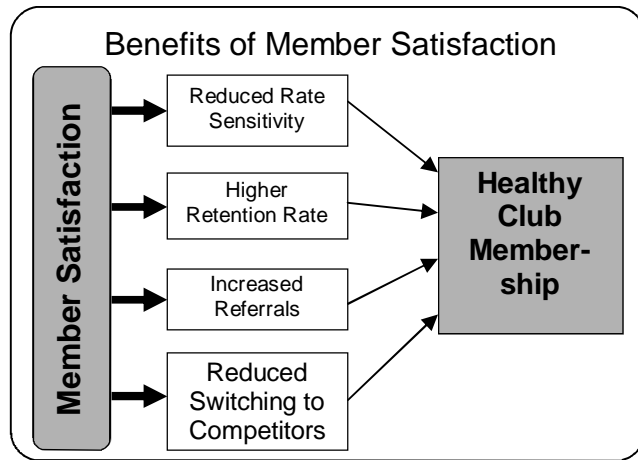
Russell G. Kingsland, GM , Kent Country Club, Grand Rapids, MI

*"SureVista's research tools are a needed resource for ALL Club Managers!"*

Jerry McAuliffe, GM, Birmingham Country Club, Birmingham, MI

*"Your tool is a lot like my golf game. I know what my strengths are as a golf professional but I need to focus on those areas that are weaker so I can continue to improve to take my game to the next levels. I see your tool doing that to help me manage this Club."*

Sam Stover, PGA Head Golf Pro / GM, Holland Country Club, Holland, MI



**Blake Ashdown, CEO,** has been in the Resort Industry for 30 years. He has owned, developed, and operated 10 different resort developments. He earned the Registered Resort Professional (RRP) designation from the American Resort Development Association (ARDA). In 1985 Blake received ARDA's "Professional of the Year" award. He is a frequent speaker at industry conventions, conferences, corporate meetings and events. Blake is also Professor of Business Practice at Michigan State University, where he teaches Entrepreneurship and Business Strategy.

**Dr. Richard Spreng, COO,** is Associate Professor of Marketing at Michigan State University. He received his Ph.D. in Marketing from Indiana University in 1992 and has published over 50 articles in numerous publications. Dr. Spreng is an international expert in the area of customer satisfaction research. He teaches MBA courses in sales management, consumer behavior, and customer driven strategies.



**Peter McCarty, Sr. Account Manager,** has been in Sales and Marketing for over 25 years. From his early years as a customer service specialist at GM Corporate, Peter is passionate about helping clients improve customer satisfaction and increase revenue. He currently heads up our sales for private country clubs, private home communities and resort properties.

**Jason Soltis, VP Operations,** specializes in systems management, software development, management training and group facilitation. He is responsible for project management and implementation. Jason has been able to find innovative ways for organizations to increase profits while improving the standard of services that are offered. He earned his degree in Business Administration from Colorado Christian University.



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