

# UNDERSTANDING THE CUSTOMER JOURNEY

IDEAS TO HELP YOUR CLUB **MEET** AND **EXCEED** CUSTOMER EXPECTATIONS

A customer could be an existing member, new member, brand new participant or visitor

## CUSTOMER EXPECTATIONS



### SEARCH FOR INFORMATION

**Websites**

- Local & national
- Club
- England Golf
- Get into Golf
- Golf Express

Resulting in a direct enquiry:

- Telephone
- Email
- Walk-up

**Local marketing**

- Word of mouth



### SIGN-UP

- Online**
- Telephone**
- Email**
- Walk-up**

Ability to book or join and receive confirmation



### TAKE PART

**3 stages**

- Arrival
- Activity
- Departure

Need to feel welcome, see the benefits and be given a great experience at each stage



### EXPECT A FOLLOW-UP

**Communications**

- Email
- Telephone

Should include a thank you, the opportunity to feedback and options for next steps



### FEEL VALUED

**Ongoing tailored communications**

- Email
- Telephone

To include

- Progression opportunities
- Events
- Offers
- How to connect with other players

## STAGES

**INITIAL ENGAGEMENT**

**PRE-ACTIVITY**

**EXPERIENCE**

**POST-ACTIVITY**

**ONGOING ENGAGEMENT**

*Repeat these stages in order to retain customers*



**BE VISIBLE**



**MAKE ENGAGEMENT EASY**



**WELCOMING & FRIENDLY**



**KEEP IN TOUCH**



**UNDERSTAND YOUR CUSTOMER**

## CLUB CONSIDERATIONS