

DIGITAL RADIO TECHNOLOGY FOR COUNTRY CLUBS:

**PROVEN SUCCESS FOR
PRODUCTIVITY AND
PROFITABILITY**

WHITE PAPER

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Two decades ago, country clubs and golf courses were undersupplied. The industry grew and by early 2000s, the market saw a boom in golf course construction driven by club operators looking to sell resort rooms and recreation services. As more and more country clubs open, the supply outstrips demand, causing a pricing pressure on membership fees. Just when club operators need to maintain or improve their facilities and services in the face of stiff competition, they are unable due to declining revenues.

NEW PLAYERS, NEW CHALLENGES

As part of the struggling leisure and recreation industry, the country clubs find themselves competing with luxury resorts, casinos and theme parks for visitors' share of wallet. During the global economic downturn, many clubs have seen a drop in membership and visitors, severely impacting their revenues. As running costs increase, there is less 'growth' in the operating budget.



RETURN BUSINESS OF HAPPY CUSTOMERS

Like any commercial business, a country club needs customers to be profitable. Happy customers equate return business. Success in running a country club will hinge on the ability to maintain a higher level of customer service to its club membership. Providing excellent facilities and exceptional services need constant investment. More staff needs to be hired, they need to be trained. Golf courses are expensive to maintain. The operating budget of the country club is constantly squeezed by increasing costs.

Member retention is critical to a country club's bottom line. Club memberships are expensive and their customers are discerning consumers with exceptional taste and high expectations. If club members are satisfied with their experience in the country club, they will keep coming back and they will bring their friends. Returning customers are usually influenced by their positive experiences.

PRODUCTIVITY AND PROFITABILITY

Clubs want their members to use the club facilities and spend more money each time they visit. To create the positive customer experiences, clubs need to get creative with their services. Delivering positive customer expectations are part and parcel of the club operations and employees are the key. Ensuring club facilities are well maintained and employees are well equipped to do their jobs requires the country clubs to invest in these key areas.

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TECHNOLOGY AS THE ANSWER

The answer to these challenges is not just cost saving but finding ways to grow revenues while improving the quality of the facilities and services. Higher productivity means time and cost savings. It also ensures services are rendered easier, better and faster.

Are the country clubs making the most out of radio technology to increase productivity and profitability?

PROVEN SUCCESS IN MANY INDUSTRIES

Analog two-way radio proves itself every day in countless installations around the world. Today, a new platform is available to help you achieve new levels of performance and productivity. Digital technology enables that breakthrough.

Already, many country club operators are finding digital technology and MOTOTRBO™ digital two-way radio communications as their answer to greater productivity leading to greater customer satisfaction and greater profitability. JW Marriott San Antonio Hill Country Resort and Spa located in Texas in the United States of America saves over US\$100,000 in annual cost with increased staff efficiency using MOTOTRBO digital radio solution.



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BUSINESS CHALLENGES

The daily operations of a typical country club comprise reception, housekeeping, food and beverage, golf marshalling, security, buggy control point, and property maintenance. Clubs must juggle operational challenges while ensuring member's enjoyment of the facilities and services.



MEMBER RETENTION

If members are satisfied with their experience at the club facility, they will keep coming back, bring their friends and spend more money each time they visit. Quality service delivers excellent customer experience.

SERVICE DELIVERY

For the fees they charge, country clubs attract discerning members who expect excellent value for their membership. To meet members' expectations, operators must manage and deliver services as seamlessly as possible. Timely response and inter-department coordination play an important role.

SAFETY AND SECURITY

Country clubs with golf courses have the responsibility to ensure safety for members during golf play. During a thunderstorm when there is a lightning risk, club operators must provide real-time tracking of weather situation and members. In the event of a dispute or fight on the course between members, the club's golf marshal must be able to alert security personnel for assistance.

RESOURCE OPTIMIZATION

Prudent budgeting requires effective employee management so that daily operations and customer services are not compromised. Automation of processes can free up club employees to focus on key tasks that contribute to better services to club members. It also reduces employee workload and increases productivity.

REVENUE STREAM

Club operators must maintain price competitiveness to establish a wider base of interest in their market. Their revenue comprises green fees or membership dues, golf cart rentals, equipment and sales, and food and beverage billing. Operational efficiency ensures member experiences are enjoyable and in the case of a golf club, the ability to optimize the golf flight can increase more golfer plays and boost earnings.

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MOTOTRBO ADDRESSES THE CHALLENGES

MOTOTRBO is helping country club operators to meet a range of business challenges, including safety, security and services. It is also realising new levels of business efficiency and revenue opportunities for the industry.

SCALABILITY AND FLEXIBILITY

With more radio users, more radio channels are required to cater for the spike in communications. Radio system needs to be flexible enough to cope with the varying locations and requirements of the users. MOTOTRBO provides the ability to manage radio talk groups and optimizes the frequency allocation of the existing radio repeater.

ALTERNATE COMMUNICATIONS

MOTOTRBO's text messaging feature ensures communications go through, such as when in a golf tournament with high noise levels or voice communication is prohibited. Employees cannot safely answer a call between buggy to buggy or caddies when the golfers are in midst of a game. Club operators can broadcast pre-warning messages to golf players in bad weather or serve as a security alert.

EFFICIENT OPERATIONS AND SERVICES

Automation speeds up task completion and reduces human workload to improve quality of service. Some examples of MOTOTRBO deployment include:

- Activation of telemetry services like controlling water sprinkler, emergency doors and lighting remotely
- Activation of emergency and lightning alert siren for safety during golf play in bad weather
- Ability to deploy help during dispute or fight ensures member safety by enabling personnel to contact security with single push-to-talk communications
- Global Positioning Service (GPS) location tracking of employees, congestion on the course, or when buggy goes off-course with real-time tracking of the buggies
- Emergency call feature for immediate response to security, emergency or trespassing incidents



RELIABILITY AND AVAILABILITY

Even though signal strength drops off exponentially in a wide area of coverage, MOTOTRBO's digital noise suppression and clear audio quality ensures Club employees stay connected, no matter where they are. Using MOTOTRBO portable and mobile radios while riding the buggy, the golf marshals and caddies can effectively communicate and coordinate no matter where they are in the golf course.

ASSET MANAGEMENT

Caddies, golf marshals and property maintenance crew need to safely communicate during outdoor rainy conditions. Besides its IP57 water submersibility feature, MOTOTRBO specifications also meet U.S. Military 810 C, D, E and F standards. It is also "intrinsically safe" when purchased and equipped with an FM/CSA certified battery, for use where flammable gas, vapours or combustible dust may be present. MOTOTRBO also provides larger battery capacity for use on long hours or on multiple shifts. A durable radio system like MOTOTRBO lowers the frequency of radio repair requirements and provides more cost savings.

MORE SERVICES

Club operators can leverage MOTOTRBO digital radio system to support wireless public announcement and Intercom system. Security radio users can communicate during golf tournaments for effective crowd control and summon help if needed. Catering staff can intercom kitchen for F&B delivery at any locations on the golf course and club house. Work order management is another useful feature which club operators can add to their MOTOTRBO radio system, enabling departments to track response time of staff and issue work instructions remotely.



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CASE STUDY

CASE FOR GOLF COURSE SAFETY: EARLY WARNING SYSTEM FOR LIGHTNING RISK

LIGHTNING DEATH AT COUNTRY CLUB

Due to tropical thunderstorms, Singapore has one of the world's highest rates of lightning strikes. A 57-year-old golfer died of multi-organ failure after he was struck by lightning while playing golf with friends. The incident happened at a country club in Singapore. The lightning struck when they were finishing their 17th hole. Experts explained that lightning strike does not always cause death with fatality rate of four out of 10. But those who survive are "severely injured".

LIGHTNING INJURY AT COUNTRY CLUB

A man in his 60s was struck by lightning while playing golf with friends at a country club in Singapore. Suffering only burn injuries to his head and hand, the golfer was admitted to the Changi General Hospital (CGH) for treatment. The golf course was closed for the rest of the day and all golfers were asked to leave the course for their safety. Golfers at the club said that there was no lightning warning at the time of the incident, even though there was a slight drizzle.

CASE STUDY

GPS LOCATION TRACKING FOR OFF-COURSE BUGGY

GOLF CLUB IN SINGAPORE: DROWNED GOLFER COULD HAVE LOST CONTROL OF BUGGY

A 64-year-old golfer was suspected to have lost control of his buggy before it slammed into a pond in June. The drowned man was attending a golf game organised for a private event when he went missing after the game ended. During a search, he found floating face down about 15 metres away from the edge of the pond. His buggy was later recovered fully submerged inside the pond in an upright position with a dent and gaze mark at its rear.