



Member Engagement **Benchmarking**

Transform Your Approach to Member Marketing and Retention



We Go Beyond Satisfaction for Your Members

Club Benchmarking goes beyond basic member satisfaction to explore what motivated your members to join, what they value most about that connection and how likely they are to stay as members and to encourage others to join.

What Sets Club Benchmarking Member Surveys Apart?

- **Groundbreaking Data Science:** Our proprietary algorithms and report methodology are grounded in published academic research. Results are scientifically valid and proven to accurately measure and predict member loyalty.
- **Powerful Reports:** We deliver actionable insight with direct application to improved member retention and more effective marketing efforts. Study reports include relevant industry benchmarks and qualitative text analysis highlighting prominent topics of interest to your members.
- **Focused Research:** We partner with you and your team to focus on gaining the actionable insight you need. Commission a comprehensive benchmark study of your membership, or select individual components to target key areas.
- **Effortless Administration:** We coordinate survey distribution, track response rates and communicate with you throughout the process. Objective, third-party data gathering and analysis through partnership with Club Benchmarking greatly increases the likelihood of capturing candid responses from your members.

MEMBER ENGAGEMENT BENCHMARKING



The Process and Timeline

Survey Development (2-4 Weeks)

- Discovery meeting to identify specific areas of interest
- Peer editing of club and CB survey drafts
- Club review of the online version
- Club test group to demo the final survey before launching to the membership

Survey Administration (2-3 Weeks)

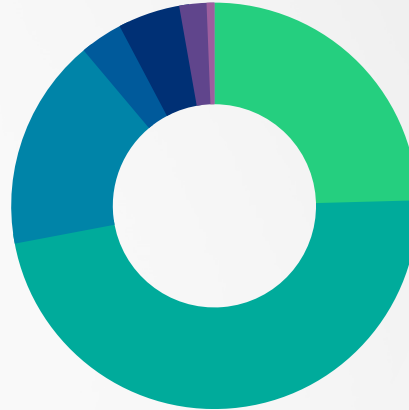
- CB administers member survey via email
- Survey open for three weeks
- Live reporting on response rate
- CB schedules participation reminders as needed

Analysis & Reporting (1-3 Weeks)

- Results delivered within three days of survey closing
- Executive Summary provided with industry benchmarks (where applicable), context on scores and summary of comments
- Detailed graphical and cross-tabulated reports, including demographic filters
- Statistical analysis provided
- Presentation of survey findings to the board, committees, club leadership, and/or membership

Detailed Reporting

The quality of a club's member experience determines its ability to thrive and grow. Club Benchmarking works with your team to continuously monitor, measure and analyze member survey findings based on overall survey population response, demographics, and recent industry benchmarks, reporting on the statistical difference of the results versus face value of the scores.



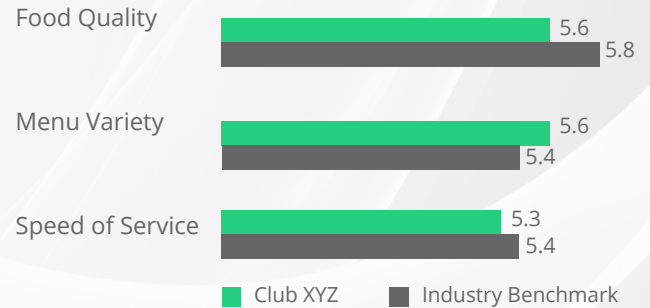
Member Satisfaction

Please rate your level of satisfaction with your overall Club experience:

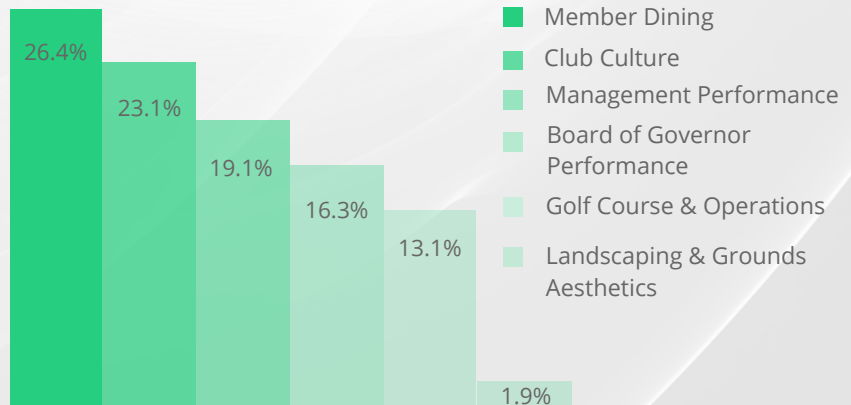
- Strongly agree 24.57%
- Agree 47.45%
- Somewhat agree 16.85%
- Neither agree nor disagree 3.40%
- Somewhat disagree 4.95%
- Disagree 2.16%
- Strongly disagree 0.62%

Demographic Trends

Gender	% Dissatisfied	% Satisfied
Male	8%	82%
Female	4%	86%



Club Benchmarking member survey reporting utilizes statistical software to report on areas of opportunity and fully understand what the results are telling us. We use regression analysis to show relative importance of areas that influence member satisfaction.

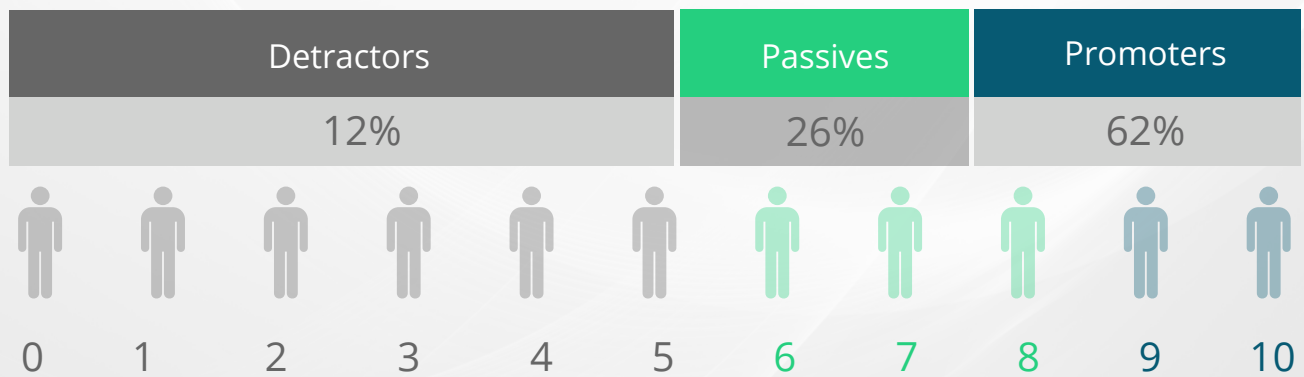


Regression Analysis Relative Importance

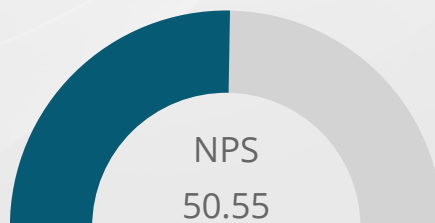
- Member Dining
- Club Culture
- Management Performance
- Board of Governor Performance
- Golf Course & Operations
- Landscaping & Grounds Aesthetics

Net Promoter Score (NPS)

On a scale of 0 to 10, how likely are your members to recommend the club to family and friends? Net Promoter Score is a simple yet powerful way to monitor the impact of decisions related to the member experience. Establish a baseline NPS for your club and set goals related to maintaining or improving those results as part of your annual member survey process.



Net Promoter Score = % Promoters - % Detractors



Testimonials

"On behalf of the board of directors, membership, and staff of Happy Hollow Club, we were extremely pleased with our Club Benchmarking Membership Satisfaction Survey. Their team was professional, timely, and detailed in producing a survey that provided valuable feedback that will be put to use in making our club better for our membership."

David Schneider, PGA, CCM
General Manager/COO
Happy Hollow Club - Omaha, NE



"An important component of our ongoing partnership with Club Benchmarking is our annual Membership Survey which provides the data we need to make strategic decisions about the future success of our Club. Every GM and Club should be partnering with Club Benchmarking to manage the membership satisfaction survey process. Their collaborative approach provides sound, actionable summary reports that are very user friendly."

Brian P. Kelley, CCM, PGA
General Manger/COO
Quechee Club - Quechee, VT



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