

Member Engagement Benchmarking



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.

Survey Components

The relationship between a member and their club is complicated, but it can be effectively measured, analyzed and understood through application of our proprietary, research-based survey model. Soliciting member feedback on a regular basis demonstrates the club's openness to change and empowers your members to participate in crafting an optimal club experience, for their own enjoyment and for future members. Our goal is to partner with you to deliver actionable insight and help you change outcomes through our Membership Survey solution. Choose a comprehensive Member Loyalty survey or combine individual survey components to focus on specific areas of interest.

Member Loyalty:

Our comprehensive Member Loyalty Survey measures and analyzes contributing factors including Motivation, Value, Satisfaction and Attachment to predict and benchmark the loyalty of your members.

Member Motivation:

Understanding what motivated your current members to join the club improves your ability to meet their needs and serves as a competitive advantage for attracting future members.

Value & Quality:

What aspects of the club experience do your members value most? Get candid feedback about what factors are influencing your members' perspective on the value of their membership.

Member Perspectives on Strategic Planning:

Effective strategic planning requires a "bottom-up" approach that begins with your members. Clarity around member perspectives and priorities is invaluable in the process of determining direction for the club.

Member Perspectives on Capital Planning:

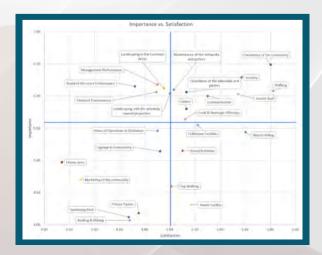
Capture feedback on the current state of the club and evaluate member interest in and prioritization of future capital improvements. Actionable insight provides a framework for long-range planning and helps to inform decisions about obligatory and aspirational capital investments.

Membership Demographics:

What is the demographic makeup of your membership? The questions in this section of the survey are used to identify trends based on the members' demographic profiles.

Member Satisfaction:

Member satisfaction is a measurement of how well you are meeting expectations at the current time. Member satisfaction is a contributing factor in the evaluation of member attachment and loyalty.





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)

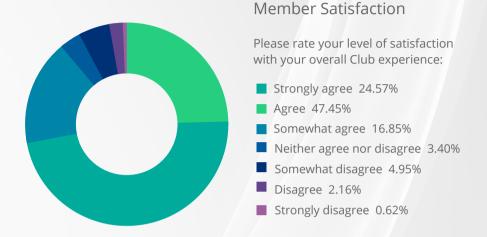
- CB administers member survey via email
- Survey open for three weeks
- Live reporting on response rate
- CB schedules participation reminders as needed

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

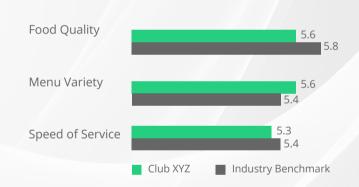
Detailed Reporting

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.



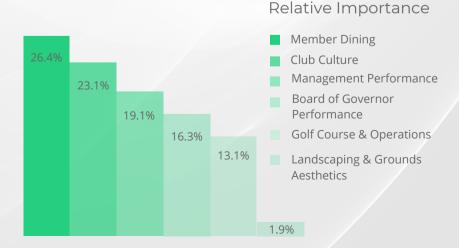
Demographic Trends

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



Regression Analysis

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.

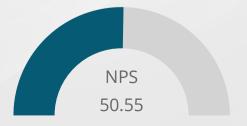




On a scale of 0 to 10, how likely are your members to recommend the club to family and friends? Net Promoter Score is a simple yet powerful way to monitor the impact of decisions related to the member experience. Establish a baseline NPS for your club and set goals related to maintaining or improving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

Detractors						Passi	ves	Promoters			
12%						26%		62%			
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0	1	2	3	4	5	6	7	8	9	10	

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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