



CONSUMER RESEARCH

A glimpse of how golfers' behavior affects the business of golf facility maintenance and management.

Customer Corridor Map

Many operators make the assumption that good greens are all they need at their courses. While good greens are important, there are many other moments of truth in the golf experience.

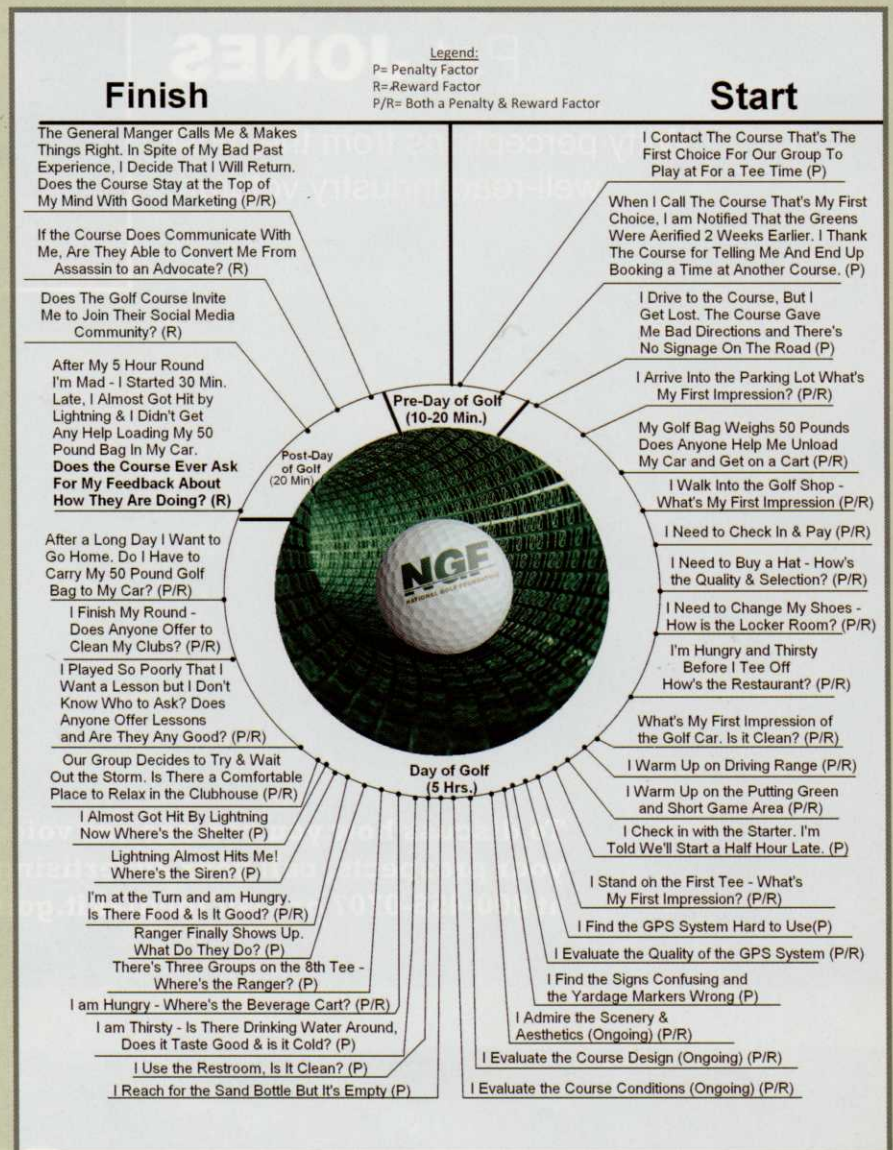
A key tool that can help companies understand the needs of the customer is a "Customer Corridor Map" developed by the National Golf Foundation. The goal of a customer corridor map is to help golf courses shift their focus on customer needs from an inside-out approach to an outside-in approach.

One of the touch points mapped out in this customer corridor map is the sand bottle on a golf car, says NGF's Ben Fowler. The customer expects it to be full, and when a course meets this expectation by providing a golf car with full sand bottles the course won't realize any additional reward in terms of customer loyalty, it's expected. But if the customer reaches for the sand bottle and it's empty, customer loyalty will likely take a hit.

"A mistake like this can be overcome by the customer experiencing satisfaction at other touch points," Fowler says. "But if the customer is left unsatisfied at other touch points, that empty sand bottle will be just one piece of ammunition in the customer's rifle when the customer attacks the course with negative word of mouth to their friends. Failed touch points like these, make up

the fertile breeding ground of irate assassins. When the course provides the customer with the ammunition of unfulfilled expectations on key touch

points, assassins will be determined to complete their hit by launching an all out assault on the course or business that failed them." GCI



Source: National Golf Foundation

