



Customer Service

By **Brian Zimmerman**, Executive Director, Cleveland Metroparks, WGCSA President

It all starts with a simple hello or good morning. Mr. Miller what will it be nine or eighteen? Cart? All too often the simple things like this are overlooked when serving customers. I have found as I have traveled the country I seem to notice these little things that make a good impression on me.

I recently was at a Starbucks drive-through in the middle part of Ohio and noticed an unusual tip jar. The concept was a very simple one, two tip jars with competing items. The contest that day was pac-man vs. space invaders. Pac-man was leading the charge on this early morning. Above it they had the results of last week of face offs. I commented to the coffee barista how cool of an idea that was. She indicated they have seen their tips grow almost 25 percent since the competition was put into place. It gave the customer a chance to interact with the staff and engage them.

How do Superintendents, Golf Professionals and the General Manager tie in great customer service? It makes no difference in my book whether you are at a top end club or a public facility. Customer service matters. All of this starts with good communication between the Golf Professional, Course Superintendent and the Club Manager. Then,



hiring the right type of staff to provide the quality customer service that will bring people back and make them feel that they are appreciated as a member or paying daily fee customer.

The interaction between the management team can take an average experience to an above average one by keeping everyone on the same page. This does take effort on all parties involved. I have heard all the reasons that communication fails, like the pro is on the range giving and lesson and can't be bothered, or the Superintendent is out checking conditions the list goes on and on. We as managers need to understand that we are part of the solution. We can make the difference by going the extra mile by taking the time to let clubhouse and pro shop staff know what is going on in the maintenance department.

What I am really trying to get across is take the time to notice great customer service in other operations and figure out what you can take from your experience and apply to your operation. It will pay dividends in the end.

I can say this has been one tough summer on staff throughout the country. Hang in there winter is right around the corner! 🌱

Coming Events

Nov 16 - WGCSA Fall Business Meeting and Election

American Club, Kohler

Nov 16 & 17 - Wisconsin Golf Turf Symposium

Kohler

December 7 - NGLGCSA Annual Meeting, Pine Grove CC

Iron Mountain, MI

January 5-7 - Northern Green Expo

Minneapolis Convention Center, MN

January 18 - Wisconsin Turfgrass & Greenscape Expo

Wisconsin Dells

Jan 19-21 - Mid-America Horticulture Trade Show

Navy Pier, Chicago, IL

Feb 7-11 - Golf Industry Show

Orlando FL

March 1 & 2 - NGLGCSA Education Symposium

March 9 & 10 - Reinders 20th Turf and Irrigation Conference

Waukesha Expo Center, Waukesha