

# THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

ezlinksgolf.com

## ON THE TEE:

*Network Improvements*

*Capturing Tee Time Revenue*

*Adding EZLinks Terminals*

*Point-of-Sale Systems*

*Handicap Network*

*Who Is Using EZLinks?*

## Chip-Ins:

- EZLinks reporting tools allow the golf course manager to view the types and volume of golfers that played during a selected date range.
- EZLinks member courses use the software to capture e-mail addresses for their golfers, building a valuable target list for marketing and advertising.
- The EZLinks Tee Time Network has been used to reserve over 35 MILLION golf reservations.



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## EZLINKS RESERVATION CENTER SETS THE STANDARD FOR EXCELLENCE

Is your business open 24-hours a day, 365-days a year? Do you collect addresses and phone numbers for everyone that makes a tee time at your golf course? Do you capture and validate credit card numbers to hold tee times? Do you send email confirmation letters to your golfers when they make a tee time, complete with their reservation details, driving directions, and dress policies? Does your staff spend time selling merchandise and servicing customers, or are they answering phone calls? Does anyone consistently monitor the quality of telephone interaction between your staff and your guests? In summary, are you doing all you can to manage your business as effectively and efficiently as possible?

**...over 5,000 calls per day...**

Since 1996, EZLinks has staffed around-the-clock golf reservation agents for participating member courses. Some courses choose to have EZLinks answer every phone call and book every tee time. Some courses choose to have EZLinks only take phone calls if the golf course staff doesn't answer after three rings, if the golf shop line is busy, or after the shop closes for the evening. The possibilities are numerous, but the end result is the same—phone calls are answered quickly, golfers receive excellent customer service, their questions are answered, and they are assisted with golf reservations.



With a volume exceeding 5,000 phone calls per day during peak months, the EZLinks reservation agents are well-trained, the service levels are monitored, and the value to the golf course operator is unquestionably high.

Golf courses nationwide have felt the tremendous impact of the EZLinks Reservation Center over the past five years. Sometimes the golf course operator is hesitant to outsource this facet of his or her business, and there is natural hesitation. But once they see the benefits firsthand, they become confident in their decision, and their overall business grows stronger. Linda Effinger, Senior Vice President of Client Services, says, "with the advancements we made in 2000, along with our years of experience in managing golf reservations, the EZLinks Reservation Center is far and away the best of its kind in the golf business. Elite management groups like Troon Golf and Palmer Golf, who demand the highest in quality, wouldn't rely on us if we didn't consistently deliver."

## EZLINKS CONTINUES TO STRENGTHEN THE NATION'S LEADING TEE TIME NETWORK

Just being good isn't always enough. The desire to get better is what makes companies successful and their customers happy. Over the past six months, EZLinks has taken the following steps to provide the best possible experience for its member facilities:

- Built a new, state-of-the-art reservation center (July 2000)
- Transitioned to a world-class network center (Aug. 2000)
- Installed new Compaq servers and Cisco network equipment for all business functions (Aug. 2000)
- Switching to a higher-performance data network provided by a tier-one carrier (Scheduled for Feb. 2001)
- Releasing an upgraded software version (Feb. 2001)



**EZLINKS MEMBERS** (partial list)

- Beaverbrook Golf Club
- Cabo del Sol Resort
- Camelback Resort
- Centennial Golf Club
- Champions Club at Summerfield
- Charlotte Golf Links
- Desert Inn Casino and Resort
- Eagle Glen Golf Course
- Eagle Ridge Resort
- Eagle's Pointe
- Eaglesticks
- Emerald Pointe
- Foothills Golf Club
- Grand Geneva Resort and Spa
- Grand Traverse Resort and Spa
- Gulf Harbour Golf & Country Club
- Harbor Links
- Indian Wells Resort
- International Golf Club
- Ko'Olina
- Kokopelli Golf Resort
- Ko'olau Golf Club
- Lake Tahoe GC
- LaQuinta Resort
- Las Vegas National
- Legend Trail
- Lincolnshire Resort
- Long Island National
- Lost Oaks of Innisbrook
- Lyman Orchards Golf Club
- Maderas Country Club
- McCormick Woods
- Mesquite Golf & Country Club
- Mission Hills
- Mississippi National GC
- Monarch Beach
- New Jersey National
- Oakhurst CC
- Painted Desert
- Pelican Sound
- PGA West
- Pine Barrens
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Course
- Rancho Las Palmas Resort
- Resort Golf Academy
- Sierra Nevada Golf Ranch
- Starr Pass
- Stone Mountain
- Stonehenge Golf Club
- Sunol Valley
- Superstition Springs
- Tahquitz Creek Resort
- Tan-Tar-A Resort
- The Badlands
- The Bog
- The Georgian Resort
- The Golf Club at Desert Mountain
- The Golf Club at Mansion Ridge
- The Legacy Golf Club
- The Nick Faldo Golf Institute
- The Ocean Club at Atlantis Resort
- The Ridge at Castle Pines North
- The Tradition
- Tiburon Golf Club
- Tidewater Golf Club
- Toftrees Resort
- Torreon Golf Club
- Troon North Golf Club
- Westfields Golf Club
- Westin Innisbrook Resort
- Westin La Paloma CC
- Westin LaCantera
- Westin Mission Hills Resort
- WildHorse GC

## CABO DEL SOL USES EZLINKS TO CAPTURE PRE-PAYMENT AND CHARGE NO-SHOWS

Cabo del Sol Resort in Mexico recently joined the EZLinks Tee Time Network, and is seeing immediate benefits by instantly capturing their tee time revenue. They are one of a growing number of courses using this exciting new technology.



The process is simple. Golfers making reservations at the resort have their green fees instantly charged to their credit card. These funds are then direct deposited into a Cabo del Sol bank account. Other than taking the phone call, no human interaction is needed—it is completely handled and routed by EZLinks.

The same process can be used for capturing reservation fees if your facility charges for advance or preferred tee times. As for cancellations, the green fees can be automatically credited, billed, or charged a specified cancellation fee. EZLinks can customize these various options for any facility.

What about no-shows? If you don't collect this money from the golfer, the revenue is lost forever. EZLinks provides an option where your staff can identify a tee time as a "no-show" on the computer screen. The EZLinks software then bills that person's credit card based on criteria you specify, and the funds are automatically routed into your facility bank account. It's that simple!

Don't underestimate the value of these revenue management features. Contact your EZLinks Account Manager today to find out how your facility can benefit.

### ADDITIONAL COMPUTERS

Would you like to be able to access the EZLinks Tee Time Network from additional computers at your facility? Perhaps you'd like to be able to manage your tee sheet from your home computer? If so EZLinks can help you accomplish this. Contact your Account Manager or the EZLinks Technical Support office to begin the simple process.

### NEW MEMBERS

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- Battleground at Deer Park – Texas
- Bodega Harbour Golf Links – Calif.
- Castle Hills – Texas
- Cypress Lakes GC – Texas
- Desert Springs Resort – Calif.
- Fish Creek Golf Club – Texas
- Golf Club at Marco Island – Florida
- Golf Club at Vistoso – Arizona
- Siena Golf Club – Las Vegas
- River Bend Links – Mississippi
- Tour 18 (Dallas) – Texas

### EZLINKS & POINT-OF-SALE

EZLinks has completed a successful integration with the point-of-sale system Jonas, which is now up and running at Kierland Golf Club in Scottsdale, Arizona. Along with the existing Abacus21 integration, and other POS interfaces that are under development, EZLinks fits in nicely as a vital component to any business solution.

## EZLINKS HANDICAP NETWORK SUCCEEDS IN ARIZONA!

The EZLinks Handicap Network has completed its first full year of use by the Arizona Golf Association. Despite the size and complexity of the venture, EZLinks and the AGA successfully transitioned over 250 golf clubs off of the existing GHIN system and onto this real-time handicap application. With EHN, golfers can post scores at any AGA course, view up-to-the-second changes to their trend and statistics, see



the handicap indexes of their peers, and print handicap stickers. This revolutionary product will continue to evolve to meet the needs of the golf association, club manager and golfer.

### TRACK YOUR MARKETING!

How are golfers discovering your course? Are your marketing efforts well-focused? The EZLinks Marketing Tracker helps you monitor advertising performance by capturing specific information when entering a golfer's tee time. Ask your EZLinks Account Manager to tell you more about this valuable management tool.