

STORIES OF SUCCESS

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EZLinks Helps Open Marriott's Shadow Ridge Resort

Marriott's Shadow Ridge Resort is a brand new Nick Faldo Championship design golf course in Palm Desert, California, opening for play on December 12, 2000. The managers at the course intended to have the EZLinks Tee Time Network in place well in advance of Opening Day, utilizing the electronic tee sheet, outsourcing of phone calls, Internet reservation technology, and third party networking in Palm Springs. However, due to telecommunication problems on their property, EZLinks couldn't be installed as quickly as needed.

But rather than hold off on using EZLinks, Shadow Ridge made a clever decision - they decided to put EZLinks to work immediately, even though the golf shop didn't have a tee time reservation computer yet. How was this done? By letting the EZLinks Reservation Center do what they do best...handle the teetimes for the golf course.

"EZLinks was very beneficial in helping us get ready for Opening Day. They were able to accommodate our guests with tee time reservations and answer general questions. This allowed us to have the entire facility ready for our golfing guests on the day we opened."

-Marty Hoeffken, Head Golf Professional

EZLinks started answering calls for Shadow Ridge on November 7, 2000, and during the first 30 days of service reserved 85% of all rounds played. EZLinks was also utilized to manage the reservation for a special promotion for over 1,000 homeowners.

In addition to phone calls, EZLinks helped the course tap into other revenue sources:

- *Third Parties* – EZLinks helped electronically open Shadow Ridge tee times to participating third parties in Palm Springs. Companies such as Palm Springs Tee Times and Spectrum Golf were booking instant, real-time golf reservations even though the course was not yet open!
- *Affiliated Courses* – Marriott's Rancho Las Palmas Resort is also located in Palm Springs, and is also an EZLinks client. Rancho Las Palmas is established in the area, and receives a significant number of inquiries for tee times, some of which they cannot accommodate. EZLinks helped the facilities join forces, and re-programmed the computers at Rancho Las Palmas, allowing them to electronically book tee times at Shadow Ridge when their course is full.

Despite being unable to install tee time computers, the golf course still benefited from EZLinks' service and network. By outsourcing phone calls, as well as opening their business to outside parties, Marriott's Shadow Ridge was a success from the start.

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