

# Galgorm Castle's bookings get the Internet treatment



**BRS Golf Club - Old Course**

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**Contact Details**

Company/Group Name:

Booking Contact:  Contact on the day:

Telephone (w):  Mobile:

Telephone (h):  Fax:

Email:

Address:

Address (cont):

Town / City:

Country:  Postcode/Zip:

**Self Booking Information**

Booking Ref Number:  Club Ref Number:

Tee Times:  Total Price:

Date:  Deposit Requested:

Number of Tee Times:  Payments Received:

Number of Fours:  Outstanding Balance:

Number of Holes:  Booking Status:

**Green Fees**

Green Fee Category	Price	Number	Total

**Belvoir Park Golf Club** Tee Booking System

Calendar Old Course New Course Both Courses Health Contacts Reports Search Users Tools Help Calendar Day Month

**Tue, 29th Nov. 2005**

Res. Name	Res. Type	Player 1	Player 2	Player 3	Player 4	Buggy/Walker	Holes	Block	Meddy	Delete
Service: 08.14 AM										
08:26	18	Jim Teggart	Member	Jim Teggart	R Parker	Hugh Fleming	Jackie Davis			
08:38	18	John Smith	Guest/Member	John Smith	Brian Smith					
08:50										
08:58										
09:06	18	British Telecom GS	Society							
09:16	18	British Telecom GS	Society							
09:26	18	British Telecom GS	Society							
09:36	18	British Telecom GS	Society							
09:46	18	British Telecom GS	Society							
09:56	18	British Telecom GS	Society							
10:06	18	British Telecom GS	Society							
10:16	18	British Telecom GS	Society							

**Galgorm Castle GC is a wonderful mixture of the old and the new. Set in the grounds of Galgorm Castle, a Jacobean fort built in 1618 near the town of Ballymena, the course opened in 1997, and the owner, Christopher Brooke, has created a golfing experience on a par with some of Ireland's best new courses.**

What makes Galgorm special is that it's genuinely accessible to one and all, with easily affordable green fees to attract plenty of casual visitor business, while memberships number over 500. With a 24 bay driving range and Golf Academy, the award-winning Pavilion Restaurant and Colville's, the club's pub bar and private dining room, it's a thriving business that needs really hands-on management to deal with all the enquiries, members and visitors – all of which means not just sales but bookings.

The management tool they have chosen to manage all their bookings is Ireland's number one internet booking system by BRS Golf. Back in 2003 the club installed an Open Solutions GPoS integrated till system and administrative software to help the team manage the retail, bar and catering sales in the Pro Shop, bar and restaurant. Then earlier this year, they became confident enough in their discussions with

BRS Golf to install their internet booking system, now used by over 70 golf clubs throughout Ireland.

## Much more than a tee time system

BRS Golf's booking software is now much more than the tee time booking system that it started as, when BRS Golf first launched the system. It has been developed into a fully fledged facilities and tee time booking system, enabling users to move from a paper-based Club Diary with notes, to a complete online way of recording all the bookings, and that's what attracted Galgorm's management.

Christopher Brooke: "It's an absolutely brilliant system, and I think it's the way to go for every club. Its concept is based on simplicity, and this becomes a terrific benefit for the way the club is operated. We're now 100% online, there's no paperwork, unless we want the various reports out of the BRS system to help us manage the complex."

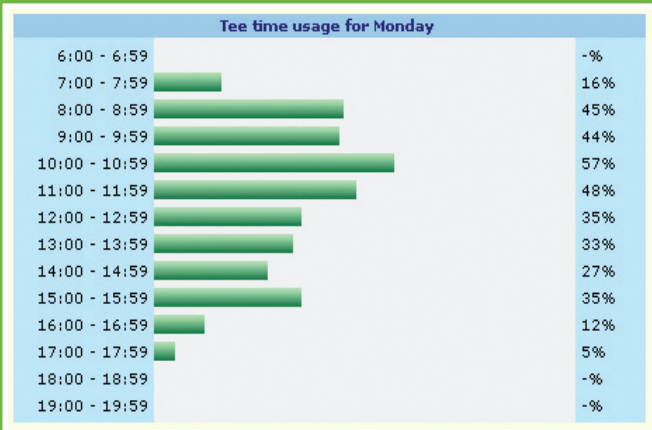
Golf course usage remains the prime focus of Galgorm's marketing, and the marketing tactics are to use advertising to attract people with green fee offers and in turn to push people to the club's website, thereby building their database of online visitors' contact details. "It was installed in June this year, and we've seen extra revenue being generated as we've encouraged people to book.

More and more are booking online, and green fee volumes are increasing, as are the advanced bookings that we're taking. It means that with special offers and our online facilities, we can combat the 2-for-1 schemes and attract our own visitors, not just once but again and again."

Galgorm advertised a £5 green fee as a special offer via the Belfast Telegraph in June; it was done just once, but it was great PR and caught the attention of a very wide audience. Many rang up for details and to book, but just as many went to the club's website and booked online. "The booking system is dead easy for first time visitors to use."

## Using the system – the view from the sharp end

Barbara McGeown is the Operations Manager, and is using the booking system everyday. "It's a good system. We networked it via a management PC in the bar and in the restaurant, so that our bar and restaurant teams can take their bookings directly." The Galgorm management have set up another PC in the Pro Shop so that their members who aren't online can book in to competitions and tee times; or if they are online, do so while they're at the club. It allows a maximum of two fourballs to be booked, above which the system won't allow the booking to be made unless they book as a group via the Reception.



**Golf Tee Booking System** Ardglass Golf Club

Tee Booking: 1 select day, 2 select tee time, 3 personal details, 4 payment, 5 confirmation

**Tee Time Availability for Wed. 28th Apr. 2004**

This is a list of available tee times for the day you have selected. Highlight the dot to indicate the tee time you require, then press the 'Book Now' button. All prices quoted are in £ Sterling (GBP).

Date	Day	Time	1-ball	2-ball	3-ball	4-ball	Book
28-Apr-2004	Wednesday	07:00	<input type="checkbox"/>	£30	£45	£60	Book Now
28-Apr-2004	Wednesday	07:00	<input type="checkbox"/>	£30	£45	£60	Book Now
28-Apr-2004	Wednesday	10:00	<input type="checkbox"/>	£30	£45	£60	Book Now
28-Apr-2004	Wednesday	10:12	<input type="checkbox"/>	£30	£45	£60	Book Now

Calendar Booking Detail Booking Summary Month View Facilities Green Fees Reports Search Users Set Up Visitor Bookings Help

May 2004

7:00 8:00 9:30 10:30 11:00 12:00 13:00 14:00 15:00 16:00 17:00

1 Sa  
2 Su  
3 Mo  
4 Tu  
5 We  
6 Th  
7 Fr  
8 Sa  
9 Su  
10 Mo  
11 Tu  
12 We  
13 Th  
14 Fr  
15 Sa  
16 Su  
17 Mo  
18 Tu  
19 We  
20 Th  
21 Fr  
22 Sa  
23 Su  
24 Mo  
25 Tu  
26 We  
27 Th  
28 Fr  
29 Sa  
30 Su  
31 Mo

K1V  
Tee Free Booked M Member V Visitor G Guest/Member S Society C Competition T Team R Reserved

“We were genuinely worried about moving from a paper-based diary to an online way of working. But it’s actually been surprisingly easy.”



The move to becoming an online club has been easier than was supposed, as Barbara describes it: “We were genuinely worried about moving from a paper-based diary to an online way of working. But it’s actually been surprisingly easy.” Getting the members to book online has also been effective; over 350 have now registered as online members, enabling the club to build a database of their e-mail addresses. Currently, they can do Group e-mails to the members for competitions and social events via BRS Golf, but a new feature, a Group e-mail that uses the built-in online database, is soon to be added to the system’s growing list of capabilities.

Galgorm has also run an Open Week and all its competitions via the new online booking system, demonstrating that by keeping things simple and easy to use, working online saves not only a lot of paperwork, but more importantly, allows managers to focus their time on managing rather than chasing paper. By identifying the off-peak times from the reports available within the system of the general

usage of the course, Galgorm were able to create special off-peak green fee rates to help fill the available spaces.

### Booking in groups and societies

The system is the ideal way of helping staff to handle the everyday enquiries and bookings, as it’s designed to prompt and push the operator through the various steps to take a complete set of details, allowing them at the end of a short period of time to tell the caller or society organiser precisely what the day or meeting will cost. Starting with the date of the day required, then checking the tee times that are available, the member of staff can go through all the facilities – buggies, club hire, trolleys, meals, caddies (!), and meeting rooms, etc.

The details captured, they can be confirmed by a standard letter and form to the society or company organiser. Notes can be made, such as someone wanting coffee and bacon rolls on arrival, payment

notes, along with services such as nearest the pin or longest drive etc. On the day, it’s then just a click to print out the invoice. Another of the BRS virtues is the way colour is used to help the operators see clearly what is what, and to distinguish between different types of customers. Simple, but crucial to the people using the system day in, day out.

### Support and service – as good as the product

Great support and service are another BRS hallmark. Christopher Brooke: “BRS are very good, the back up is terrific.” Barbara McGeown: They’re very good at designing new features that we think will be helpful to us.”

The good news is that the BRS team are developing more updates as we go to press, and while their 70+ Irish clients will be the prime beneficiaries, BRS Golf is getting a healthy number of enquiries from clubs on this side of the water as well.

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