



THREE WISHES

Donnington Grove Country Club has benefited from three-in-one software that manages hotel room bookings, events and rounds of golf, as Colin Victor explains

WHEN LEADING GOLF and hotel resort Donnington Grove Country Club (right) recently completed a large expansion and upgrade of its hotel business, the resort management considered it also important to get the best IT systems in place to maximise efficiencies and speed up the multitasking booking process that involved staff booking rooms, events and golf rounds, often at the same time.

The company turned to its IT partner Golfpro Computer Systems (part of Netalogue) which it knew had recently added a 3-in-1 hotel room, golf tee and events booking module to its rapidly expanding range of golf management solutions.

"Donnington Grove Country Club were already using Golfpro's food and beverage touch screen EPoS solution in addition to member swipe cards and Golfpro's integrated tee booking and membership renewals systems," said Richard Condon from Golfpro. "This made them an ideal candidate for our new hotel and events reservation software since it offered them the flexibility of booking rooms, events and golf rounds simultaneously".

Fully integrated

"Having golf reservations, events and hotel room bookings accessible on the same screen has been great, the solution has sped up the booking process by allowing our team to quickly book groups of golfers in and the arrival process has also improved ensuring customers are not held up," said Oscar Inaraja, Donnington Grove manager.

The Golfpro solution has been configured to manage member, visitor and hotel guest golf rounds but also takes care of conferencing, weddings, meeting room and all hotel room bookings.

Full information sharing between key members of hotel, bar, catering, pro shop and office staff ensures everyone responsible for

the smooth running of the business is kept well informed of events without the danger of clashes between all golf and non-golf reservations.

Golfpro believes it has created the ideal solution for golf clubs (including now those with hotels) and says its solution "whilst packed with features is at the same time incredibly easy to use and well suited to golf clubs who in particular are looking to grow the golf society and corporate golf side of their business".

Fast booking

A golf day booking wizard is included in the software and quickly enables staff to record all key information relating to the golf groups' requirements. In addition to reserving the golf tee for the correct period of time the system books buggies, function rooms, specifies the catering, deals with any hotel room requirements and manages all of the deposit handling.

Once complete at a press of a button full confirmation of the booking can be sent to the customer.

When the golf group arrives the distributed nature of the solution allows a billing from clubhouse bars, restaurants and pro shops to be transferred automatically onto a single account which can be settled again from any location in the business.

Analysis

A very comprehensive reporting module is included with the Golfpro solution which provides valuable analysis on all key income streams connected to the business ranging from member subscriptions and clubhouse sales to golf booking analysis, hotel room lists, newspaper deliveries and housekeeping.

Booking online

Golfpro has quickly followed up the launch of its golf and hotel booking software with a fully integrated online option that allows golf clubs to link online hotel room booking and online golf round booking to their existing websites. This not only deals with reservations but also allows payments to be made by the customers online.



Robust quality

The company, of which group chairman Gareth Williams is a former CIO of Marks & Spencer, provides solutions to over 350 businesses and believes it now has one of the strongest and freshest solution ranges available to golf and country clubs anywhere. With over 15 years of experience providing class leading golf management solutions and a client base that includes FTSE and multi-national operators, the group puts affordable big business quality support and service ahead of all else.

Big solution family

For golf clubs and resorts wishing to consider Golfpro's offer there are a dozen modules which can be used alone or integrated in any mix to create a complete end-to-end solution.

The modules available range from food and beverage EPoS and green fee swipe card modules to pro shop EPoS and online tee booking. The company is also the sole distributor of GolfAutoScore™ in UK and Ireland and integration partners with Handicap Master, Range Servant and EGM.

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For more information, call 0845 222 0350 or visit the sites www.golfpro-systems.com and www.golfautoscore.co.uk

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