

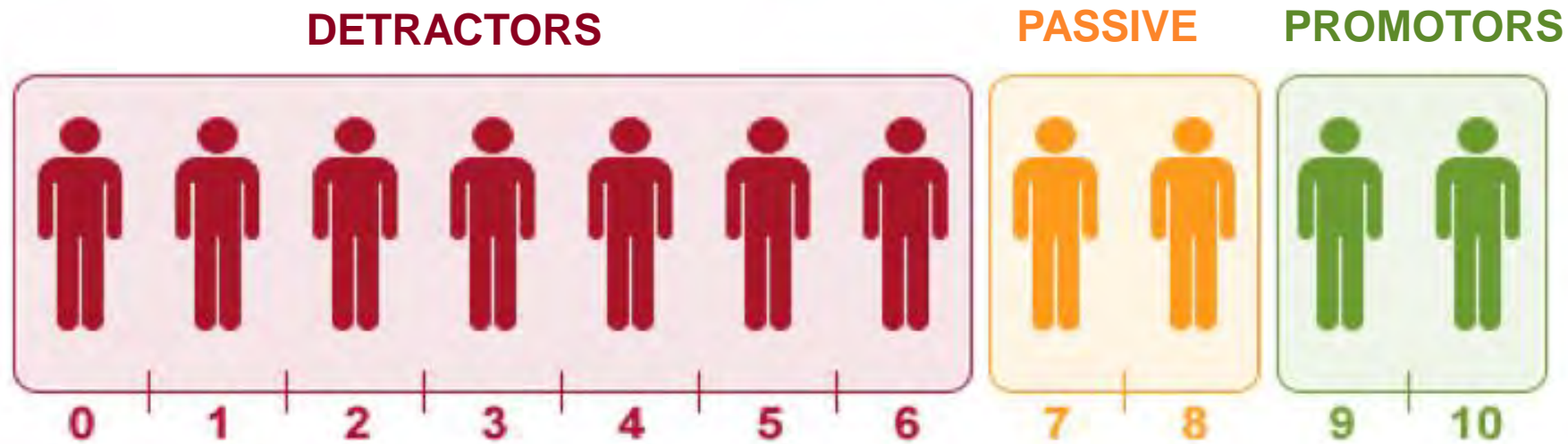


PLAYERS 1ST



Maar wie voor wie doen we het
eigenlijk?

NET PROMOTOR SCORE



NET PROMOTOR SCORE = % PROMOTERS **-/-** % DETRACTORS



SURVEYS



Guest

Send out to green fee players.
Addresses all relevant parameters of the guest experience, e.g. quality of the course, level of services etc.



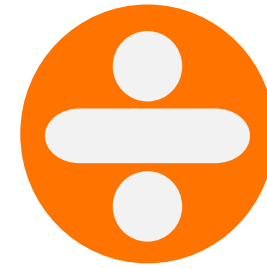
Member

Send out to members. The survey addresses all relevant parameters of being a member, e.g. quality of the course, daily life in the club, loyalty, board services etc.



New Golfer

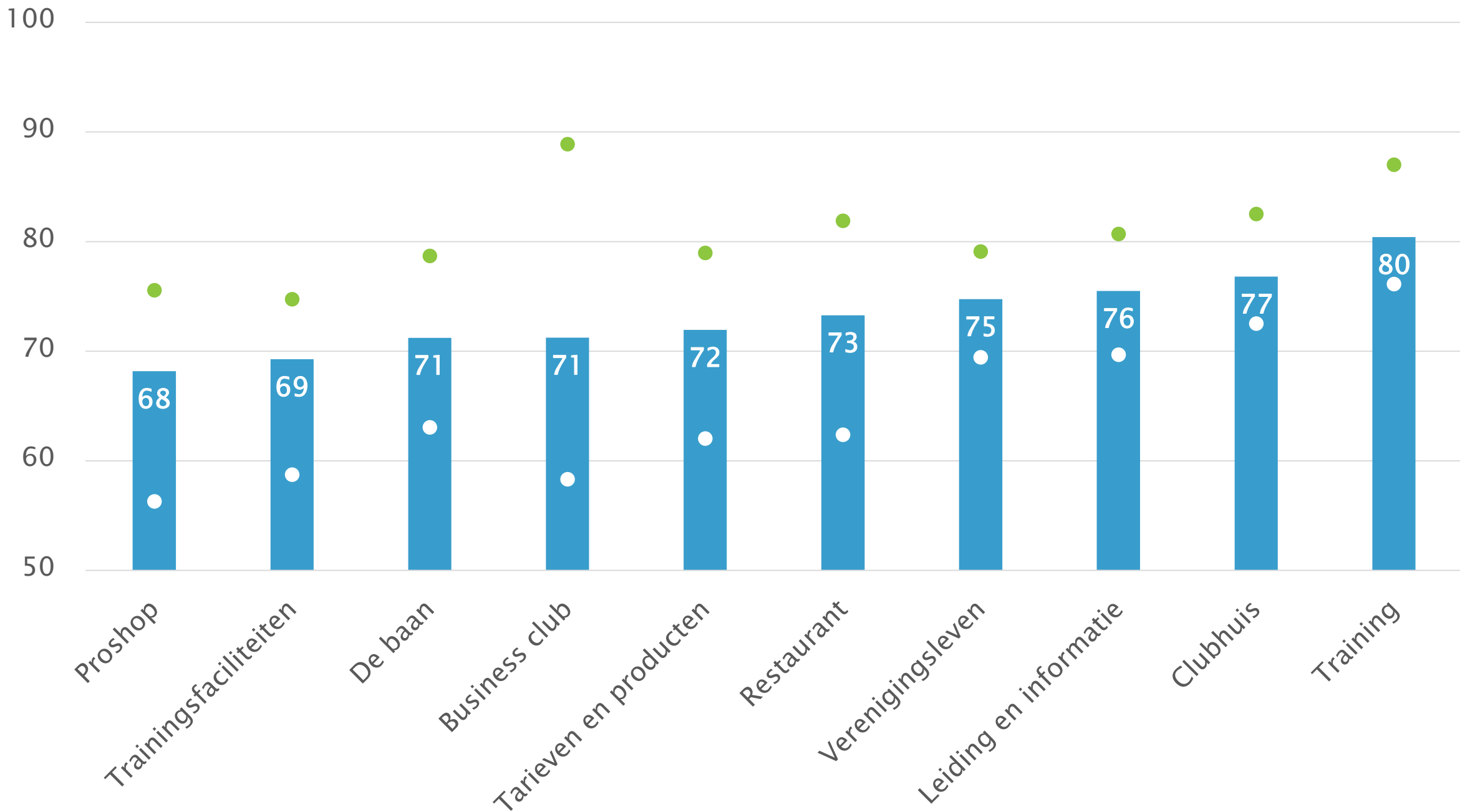
Send out to new Golfers. Focusses on the player's first period of membership, i.e. benefit from beginners courses, reception in club etc.



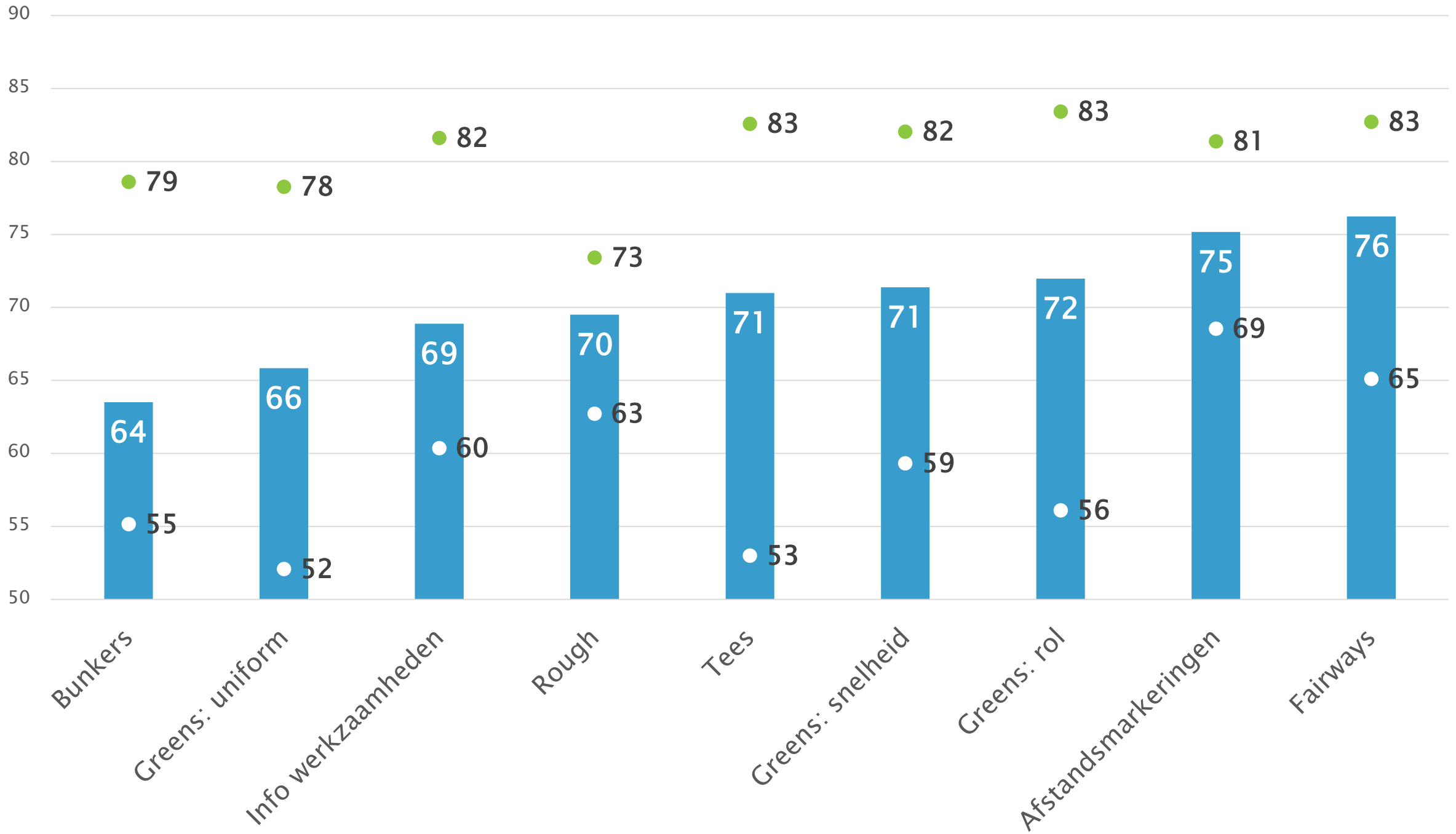
Former Member

Send out to resigned members. Focusses on reasons for resignation of membership.

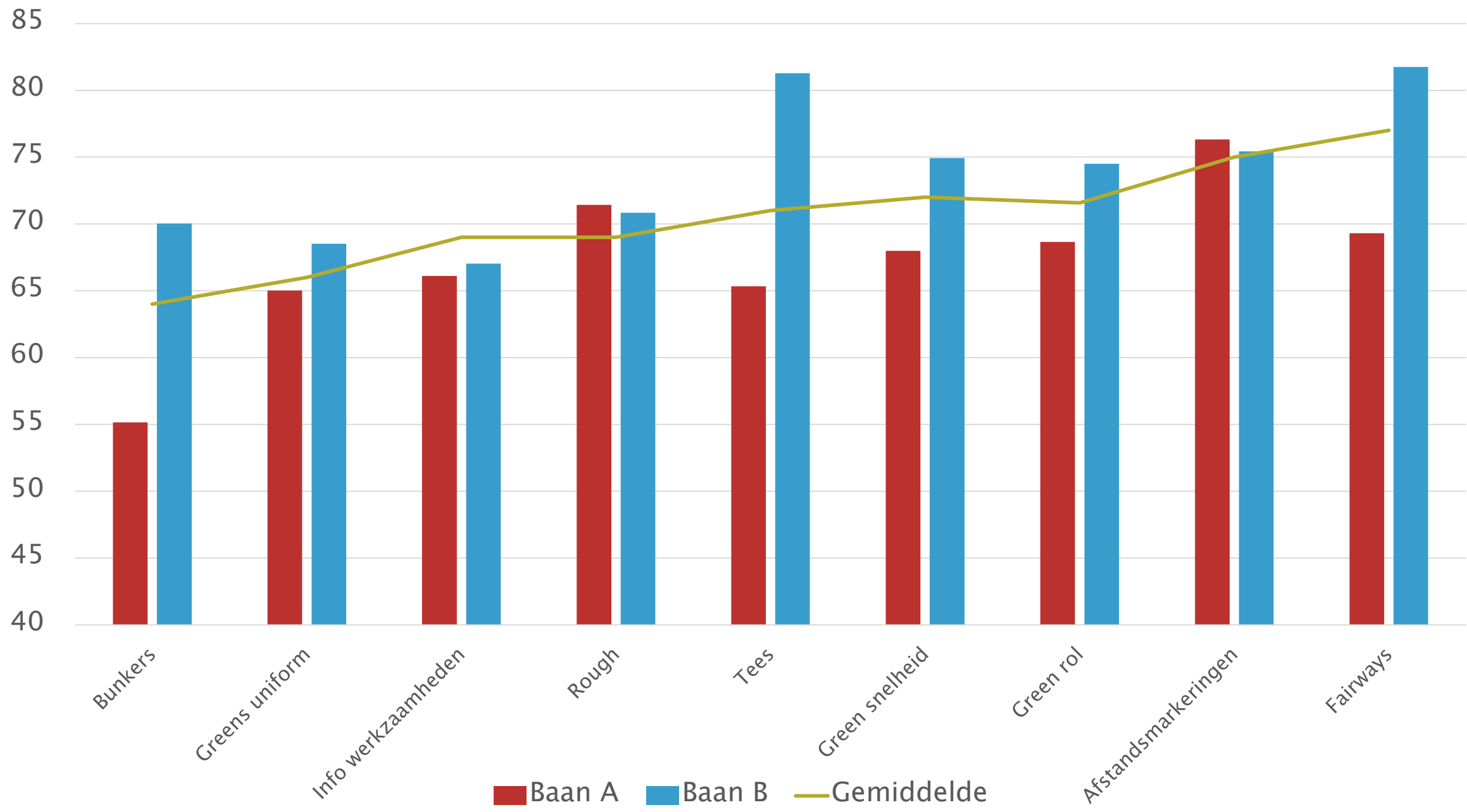
BEOORDELING

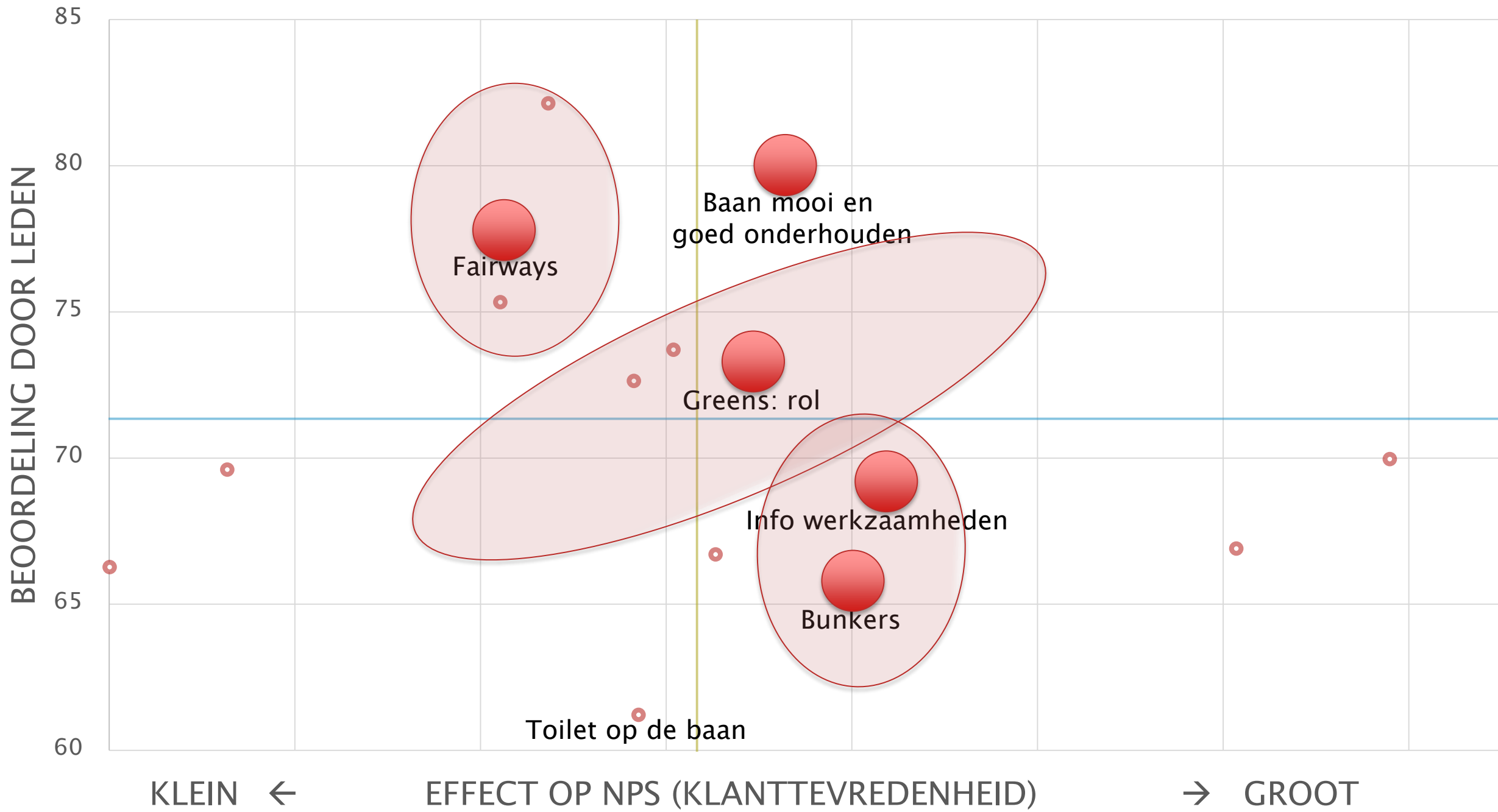


BEOORDELING



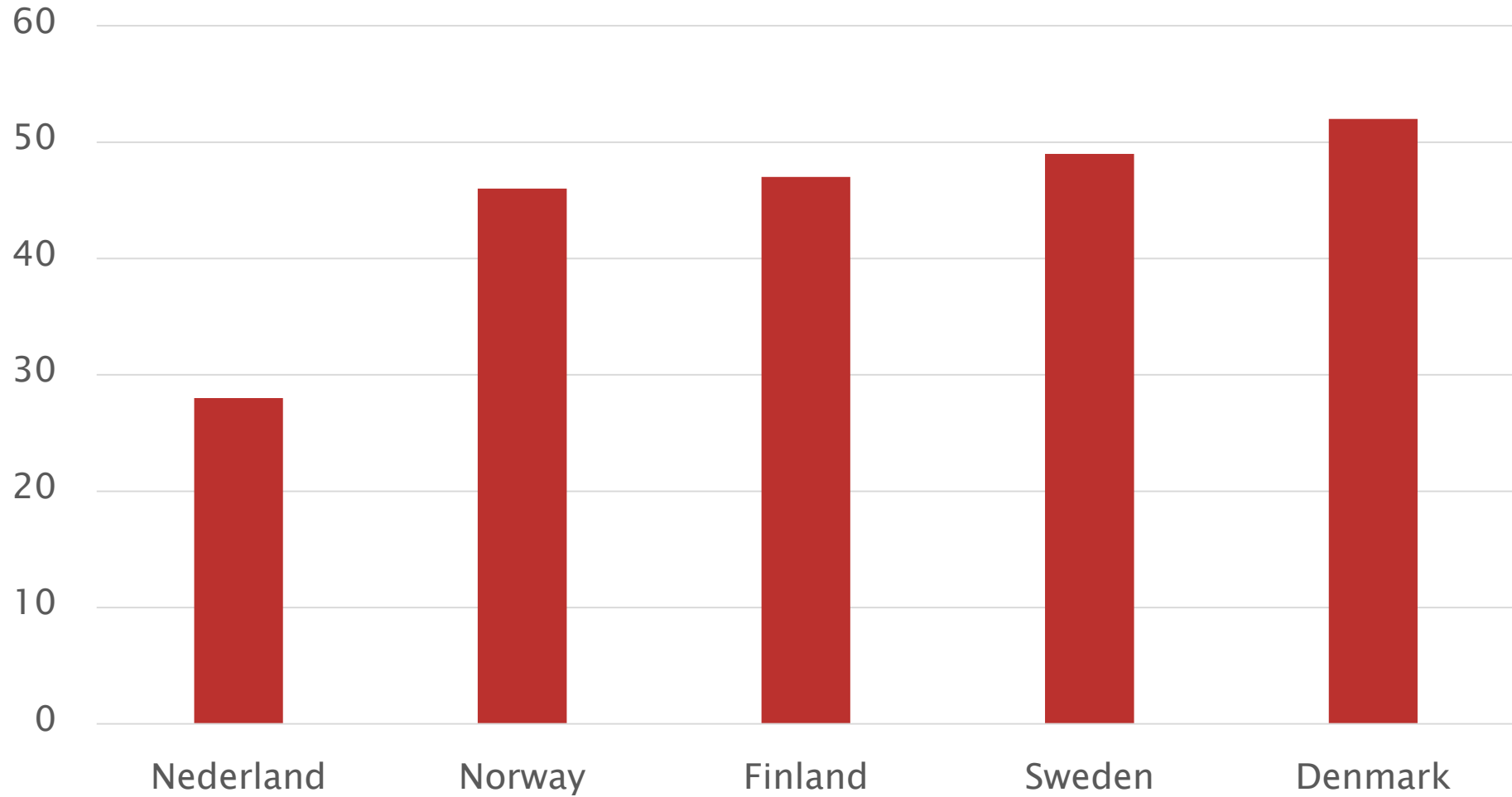
BEOORDELING







Net Promotor Score



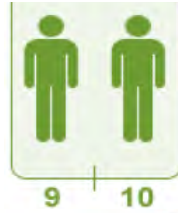
GOLFCLUB/BAAN



GOLFSCHOOL



PROMOTORS



HORECA



GREENKEEPING



Meedoen met Players First? Mail
naar MS@nvg-golf.nl

INNOVATIENETWERK
GREEN DEAL
SPORTVELDEN