

Golf cart rounds monitored to date and counting...

“If you are serious about reducing costs then the TAG System is a must have”

Gary Nedergard, Facility Manager, Northlands GC, April 2012

THE BUSINESS PROBLEM

Faced with decreasing revenue from the state of the economy and the reduced rounds being played Northlands had to look at innovative ways the business could reduce its costs and create greater efficiency without affecting the quality of the brand and the customer experience.

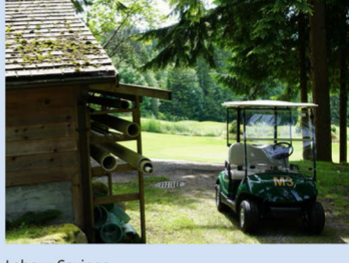
Northlands is a mountain golf course and monitoring Pace of Play is extremely difficult with restricted views of the course and holes. Scheduling Marshals priorities and location was very challenging and ineffective with them roaming the course looking for customer locations. If slow play was detected it could become confrontational with the customer who was unaware of players backing up behind him and not convinced there is a need to speed up.



THE DSG TAG SOLUTION

Northlands fitted 60 golf carts with the DSG TAG system. Now the General Manager and his team have full visibility of where customers are on the course. With real-time monitoring and alerts, any customer who is going slower than the target pace is reminded to move quicker by a Marshal who can be dispatched exactly to the location of the slow player on the course. Not only can the Marshal warn the customer, he can show via a tablet or smart phone exactly the number of people backing up behind them and the exact time by which they are exceeding the course pace. This evidence has reduced confrontation dramatically and has increased the customers' overall enjoyment and golfing experience when playing at Northlands. The TAG solution has also been made available to other members of the staffing team so starters now know the state of play around the course and can make adjustments accordingly.

“The DSG Management tool has decreased our labour costs substantially. We were able to reduce the amount of Marshals on the course per day by one. Over the year, one less staff member on the payroll contributes to \$15,000 in savings.”,
Operations Manager



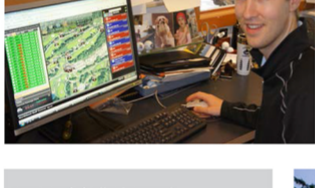
Labour Savings

Following the installation of DSG TAGs all golf carts Northlands, Marshal dispatch is more efficient. Before the TAG, Northlands would have 3 Marshals working on the course per day. Now, and ever since the TAG was installed in 2011, Northlands has reduced the Marshal count down by one. The labor savings go further when no signage or ropes are required. This saves the course one hour of labour minimum each day. The maintenance

Reduced Golf Cart Maintenance

With an easy setup on Northlands management center, all carts are now restricted to paths and away from unsuitable terrain. The manager now knows exactly where the cart has been and any zone violations the customer has made reducing damage to the carts.

OTHER BENEFITS



Improved tournament management

In a tournament situation, Northlands is now able to lock down the golf carts and release when needed without the need for keys. It improves the efficiency of any tournament without the having to issue or collect any cart keys.

Assets Digitally Secured

With adjusting the settings, Northlands has set up their system to track the assets at all perimeters of the grounds. The Geofence feature was easily setup to create a digital security system acting as a fence around the course. The geofence protects Northland's assets and maintains the number of fleet in the course rotation. Email alerts warn management when a cart has entered a prohibited zone. Northlands set up alert zones for golf carts when they enter the parking lot; now they can prove they have a warning system in place and a procedure if a customer has an incident protecting the Golf Club from any liability.



Improved start / return procedure

With golfers no longer needing keys, pro shop staff can enable a cart as soon as a golfer has arrived for his tee time. At round's end, the golfer simply returns the cart to the control area. Shop staff can monitor whether a cart has been correctly returned, and can immobilise the cart if necessary.

Turf Efficiency Improved

Turf cutting times reduced as no ropes or signs are needed on the course which reduces vehicle idling time (fuel) and the labour time in putting down and erecting again. It also makes the course look more pleasing to the customer.

IN SUMMARY :

Northlands Golf Course is Saving Money by Implementing the TAG System

60 TAGS INSTALLED

INCREASED SECURITY

INCREASED SAVINGS



\$4,500 Labor Savings

No signage or ropes saves 1 hour each day and 2 hours twice a week. 9hrs/week for 25 weeks at \$20/hr

\$15,000 Labor Savings

Better efficiency in Pace of Play and Marshalling. Reduced head count by 1

\$11,250 Golf Cart Maintenance

Spends around \$15,000 every year -can now control carts from going on rough terrain and water hazards reducing repair and maintenance costs Prorated at 75% savings

Actual Savings \$32,750

\$1,000 Turf Damage

\$1,000, plus labour to fix course damage due to golf cart damage

\$400 Fuel Savings

from excessive idling when re-moving signage and ropes. 1/2 gallon per hour, twice a week for 2 hours, idling over 25 weeks (\$2/hr x 50 hrs x 4 track-tors)

\$600 Labor Savings

Locations of last carts are known, therefore staff can find them easily and do not have to stay as late waiting for them.

