

"It's obvious the system has been developed with a great deal of thought, it operates the way we do yet it's very simple to use."



Online booking:

market leader BRS Golf passes the 300 clubs mark

With more than 300 clubs now using their online booking and tee time management system, BRS Golf is proving to be the best in the UK and Ireland. Continually developed as more clubs have added their own nuances to the BRS Golf system's capabilities, today it does practically everything any club could want of a booking system, whether a 9-hole club or a resort with multiple courses and facilities. 40% of the Irish clubs use BRS Golf, and after moving into the UK market only three years ago more than 100 clubs in England alone now use their system. New clubs are signing up at a rate of more than ten a month.

What has made the BRS Golf system a 'must have' for club managers?

First, the product is based around the management of the golf club and the needs of the manager. The 100th customer in England was Stratford Oaks, a privately owned club in the Midlands and Nigel Powell is the Director of Golf: "It's obvious the system has been developed with a great deal of thought, it operates the way we do, yet it's very simple to use. BRS Golf will help us market our club, offer a better service to our members, and help generate incremental revenue."

Secondly, the ethos is delivering good customer support and delivering new functionality, thereby delighting existing customers. Nick Fernihough, director of two courses in the Midlands, Gaudet Luce and Little Lakes, is highly impressed with the responsiveness of BRS Golf's support and the quality of their software: "We initially bought the club Administration module for both courses, which allows us to book in societies and visitors – it helps us be more professional and efficient in our back office. Since then we have added the Facilities Module, effectively giving us an electronic diary for room and function bookings. We are now about to go live with on-line booking for members. This means our members can now book tee times from home or work, offering them a first class service. Everyone at BRS Golf has been very responsive and helpful throughout our project."

Finally, the rise in internet usage and the need for golf clubs to outwardly and inwardly market themselves meant that the BRS Golf solution hits all the right buttons. Steve Marr, the professional at Withington Golf Club in South Manchester, uses the system as a communication tool with the members: "I e-mail the members at least once a month with various offers, and promotions. We have never failed to get a reaction from these messages. The system is simple to operate and effective, it's delivering a regular return on the investment the club has made. We also use it to book in visitors who telephone rather than book on-line. The whole system helps to streamline the operation and helps us to collect information which we use to send out special membership offers and promotions."



Green Fees online at GUI Website

The Golfing Union of Ireland has launched online booking for over 100 golf clubs at www.gui.ie, making it the largest booking resource in Ireland. The GUI has chosen their Preferred Supplier BRS Golf's system to integrate with the GUI website on a zero commission basis to provide golfers with a one stop shop for researching golf courses and booking tee times. Clubs using other systems are welcome to opt into the service simply by sending details of their system to the GUI. Honorary Secretary of the GUI Albert Lee said: "The move to make the GUI website a one stop shop for the golfers of Ireland has taken a giant leap forward today with the launch of the online booking option at www.gui.ie and we hope that all clubs that have online booking available will opt into the system which we will expand and develop in the coming years."

The K Club installs BRS

The world famous golf club and resort, The K Club, has now joined most of Ireland's top golfing destinations and installed the uniquely powerful BRS Golf online booking system. With fifteen staff trained to use it, and already delivering thousands of euros of bookings, the thinking behind The K Club's choice of BRS Golf is very simple: to market the resort more effectively to the world of golf, and to do so 24/7, it needed the best and most tried and tested management tool available. There's only one system that meets those criteria: BRS Golf.

BRS Golf will help us market our club, offer a better service to our members, and help generate incremental revenue." Nigel Powell

CONTACT DETAILS: BRS Systems Limited Brian Smith or Rory Smith, Directors • 31 Burnside Park, Belfast BT8 6HU
• Telephone: 028 90 580 363 • Email: info@brsgolf.com • www.brsgolf.com

SPECIAL OFFER

**START SELLING
TEE TIMES TODAY,
THE ONLINE WAY**



BRS Golf & Teeofftimes.co.uk are offering your club precisely what it needs to increase your green fees

Every golf club has empty tee times they could be marketing right now to casual visitors, but only if they had an online tee time system for visitors to book them and an effective marketing channel to sell them.