



## What will Help Golf Grow? Good Customer Service

In a recent interview Eric Brown with Syngenta discusses a comprehensive study that was done in the United Kingdom (UK) with the goal of increasing the number of golfers. The complete interview can be found at <http://greencast.co.uk>

from the survey, free golf morning, easy access to affordable golf lessons, relaxed dress code, and more friends and family participating in the game.

Regarding golfers retention, customer service is the most important factor. From the survey of the golfers interviewed, up to 50% feel intimidated by club rules, regulations and even members of staff - with 25% recalling no experience of being treated like a valued customer. Almost two-thirds (65%) said they would consider leaving their club or regular course.

### *If we have more Golfers, does that help us with Environmental Issues?*

The National Golf Federation in the United States estimates less than 10 percent of the population of the U.S.A. plays golf. How golfers versus non-golfers view the benefits of golf including

environmental issues is almost diametrically opposed.

For example when golfers are asked, are golf courses contribute to habitat preservation? Golfers by a large majority say golf courses are a place of habitat preservation. Non-golfers by a large majority cite golf courses as a major reason for habitat destruction.

In the United States if 90 percent of the population does not play golf and as such will at best have a neutral attitude towards golf and at worst look at golf courses as a place of environmental destruction. It behooves us to either communicate better the benefits of golf and turf to those who do not play golf or encourage more people to play golf.



The results from the survey can help increase the number of golfers not only in the UK but around the world. Some of the key points include:

Of the non-golfers interviewed, 65% said they were looking for a new or additional sport or hobby, with 55% saying they had enough time for golf. Initiatives that would encourage non-golfers to take up the sport included