



# Member Satisfaction Builder Program Verbatim Comments Report

Membership Satisfaction Survey

Northmountain Golf & Country Club

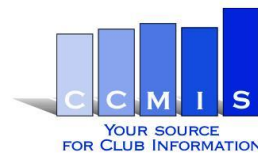
August-05-12

Report prepared by:  
Barry Morgan, FPCM

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# Verbatim Comments

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The Verbatim Comments Report is a valuable resource that can add depth to the various ratings. Each of the comments in this report represents a personal effort by an individual Member, in response to a specific question in the survey. In some instances, the Member will offer their thoughts compassionately and tactfully, taking care not to offend. In many cases however, especially since these comments are anonymous, the Member writing will simply "speak from the heart". Sometimes the blunt remarks made by Members can be offensive. Every effort should therefore be made to guard against these comments being taken personally and to view them in light of the overall ratings which may reflect a different tone. It is also important to recognize that in all instances, the Member is offering an insight into their current mindset. This "window to their thinking" can be helpful when attempting to understand the ratings provided.

In addition, it is important as well, to be aware that the comments being offered in writing via this report, are very likely to have been already privately communicated by the Member to friends and associates within the Club community. This report, therefore provides the Club's leaders with an opportunity to hear what is being said "out of earshot". Leaders are thereby afforded an opportunity to develop a response to these comments (i.e. an opportunity that might otherwise not have been provided).

When reviewing these comments, we recommend focusing on those which identify true member concerns. These are the issues that need the Management Team's attention as opposed to individual rants that are often contradicted by the overall ratings elsewhere in the survey. The value of this report will be enhanced by the reader's ability to discern the difference between the two.

**PLEASE REVIEW THESE COMMENTS CAREFULLY BEFORE DISTRIBUTING THEM TO OTHERS.**

We strongly recommend that the Manager review all of the comments in this report as soon as possible after receiving the results of this review. If possible, these comments should be summarized and acknowledged via the Club newsletter or other public medium, and the Members should be advised with respect to how the Club's Management Team intends to use the comments provided.

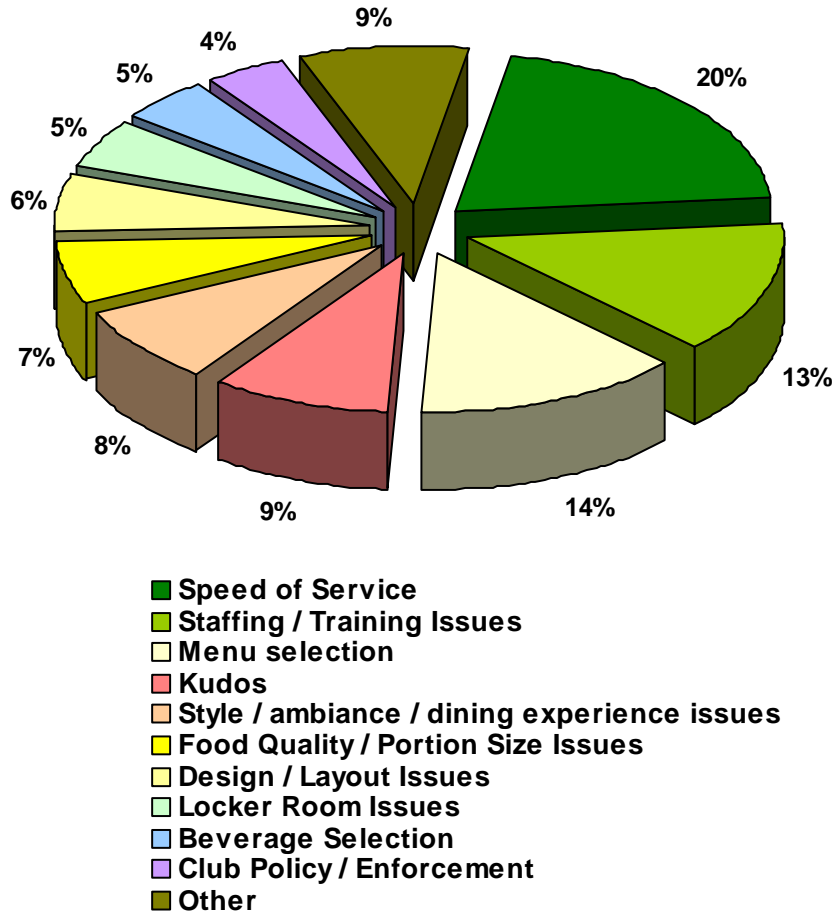
Please note: The Members' comments listed in this report are verbatim remarks which have NOT BEEN EDITED for content. They may contain language which could be considered offensive by some readers, and may include remarks directed at specific individuals.

CCMIS DOES NOT recommend that these comments be published for general reading by the Membership. They are intended for consideration by Management and other responsible leaders at the Club who have the ability to act on these comments in light of the entire report. Individual comments represent the opinion of one member. Highlighting specific comments, which may not be representative, could inadvertently give these unique responses more weight than they deserve. This in turn could distract from the survey's overall purpose of providing the opinions of the majority of members with a voice that may differ from that of the more commonly heard vocal few.

# Comments Regarding Service at the Club

*15a Feel free to expand on your ratings above or add a comment for some other aspect of service that is important to you.*

## Top Ten Comment Categories



158 Members offered 240 comments and suggestions in response to the question above regarding Club Services.

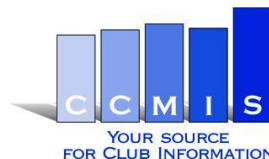
The Members primary concern is with respect to the time it takes to obtain food orders from the kitchen. Several Members indicated that there was also a need for better staff training. Menu selection was a common concern particularly with respect to healthy selections. These comments are also reflected in the relatively low ratings for "Speed of Service"; "Menu Variety and Selection"; and Wine Selection and Service.

Immediate steps to acknowledge these specific issues and an effective program to address them promptly would enhance member satisfaction at the Club. Member involvement in the development of new menus and beverage selections may be advisable. Consideration should also be given to the benefits of using a "service expediter" in the kitchen at busy times in order to help organize the handling of orders for preparation and to facilitate prompt service. Other top ten issues are shown in the graph to the left. Comments are listed by category in the report that follows.

Report Reference #: 5015 S15

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# of Comments to 15a Received: 241



This analysis is based on survey data from 396 completed responses and is current as at: 03/08/2012

# Comments Regarding Service at the Club

**15a. Feel free to expand on your ratings above or add a comment for some other aspect of service that is important to you.**

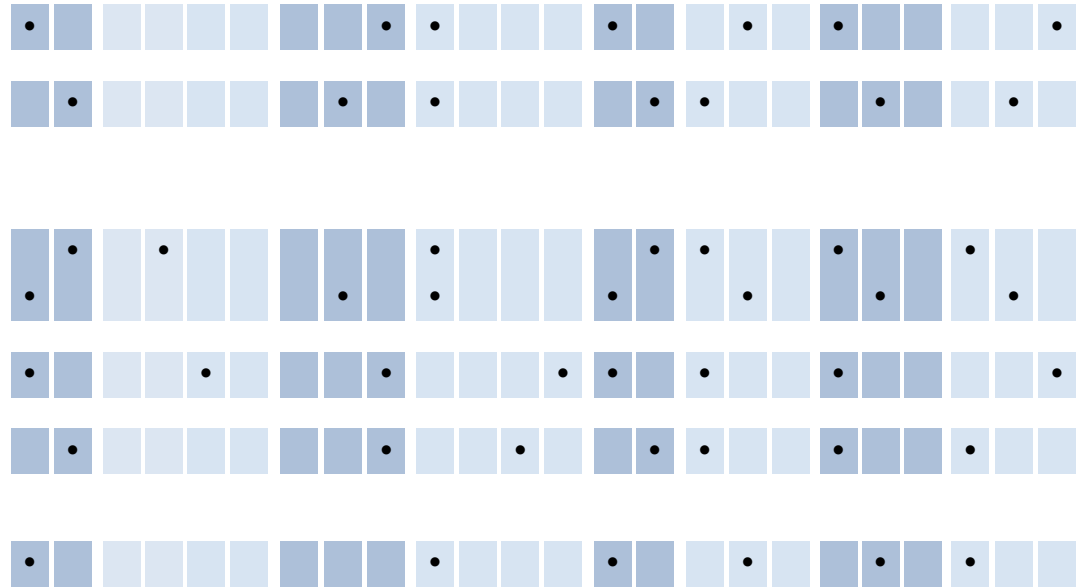
**Category Comment:**

**Speed of Service - 20.7%**

- Service is often slow or inattentive and details of orders are sometimes overlooked.
- Completely stopped coming for breakfast as it seems to take too long to prepare (time from order to service often leaves not time to eat). I don't want to have to show up two hours before my tee time in order to eat breakfast.
- Food service has been slow on a few occasions
- Sometimes I find the staff could be a bit more attentive and service could be quicker.
- Tables are often not serviced without long wait. Food service is slow on most days, really slow on event days.
- Because we are not always aware of other commitments of the servers, it is hard to judge. However, the wait for service or food seems excessively long when it is a short order.
- My main concern is that service is very slow when you order food or drinks.

Sex	Age	Joined	Category	Share	FB Spend	Carts	Grn Fees
Men	Age Under 19	Joined since 2010	Category G	Shareholder	Less than \$200	\$0 spent	\$0 spent
Women	Age 20 to 40*	Joined prior to 2000	Category S	No Share	\$200 to \$600	More than \$100	More than \$300
	Age 40 to 60	Joined 2000 to 2009	Category I			\$0 to \$100	\$0 to \$300
	Age Over 60	Joined prior to 2000	Other			More than \$100	More than \$300

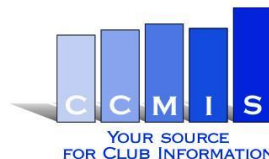
• Member commenting belongs to this group.



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