

FUNCTIONALITY AND CUSTOMER SERVICE ARE TOP OF THE LIST FOR THEYDON BOIS GOLF CLUB



Nestled in the heart of the Epping Forest, Theydon Bois Golf Club is steeped in tradition. The club were looking for a solution to promote each aspect of the business online.

David Bowles, Club Operations Manager, gives us an insight into the benefits of introducing a Golf Club Network website at their club.

First impressions are the best impressions

After deciding the club needed a new website, Theydon Bois proceeded to look at other golf club websites and came across two companies who specialised in website design which included Golf Club Network.

'I telephoned the two companies to see how I was treated from a service perspective; GCN scored the highest by a mile! We arranged a visit from a GCN representative and were very impressed with the presentation we were given – we signed up immediately.'

A website to compliment each aspect of the golf club

David now uses the website as a tool to regularly update members and promote membership opportunities at Theydon Bois.

'Firstly the members love the members section we can provide them with information such as competition results and club news as it happens. We have also used the website to try and attract new members and we have had many responses through the website.'

Theydon Bois have also used the visitor side of the website to promote other aspects of the golf club and have created a dedicated page to their function room to increase bookings.

'We have really improved the advertising of the club via a 'functions' section and we have already had bookings generated through the information on the website.'

A useful website needs to be simple to use

To ensure the website remains up to date, David regularly makes changes to the website. These can be as simple as adding new pictures to the website to promote different aspects of the club or winners of competitions.

'Updating the website is really easy. To keep the members engaged with the website we upload pictures of all the competition winners. We have also added pictures to the functions section to promote the clubhouse.'

Since going live Theydon Bois regularly over 800 page views per month helping them increase both golf enquiries and function room bookings.

To view their website visit www.theydongolf.co.uk



**THEYDON
BOIS
GOLF CLUB**

Theydon Bois Overview

Site live:
19/07/2010

Course Type:
Parkland

Website:
www.theydongolf.co.uk

