

### THE BASIS FOR ACTION:

Provides the information needed to facilitate the implementation of changes that will enhance Members' enjoyment of the Club



### EFFORTLESS:

Develop a system that requires minimal staff involvement in survey process.



### A MEANS TO ENHANCE COMMUNICATION:

Opens the door to back and forth communication with the Members on issues of importance to them. Provides management with a means to bring focus to plans for improvement and help develop strategies that will benefit the Club.

The objective of our Member Satisfaction Builder Program is to provide a service that is:



### COLLABORATIVE:

Allows Club leaders the opportunity to assist in the development of a survey that precisely meets the Club's needs.



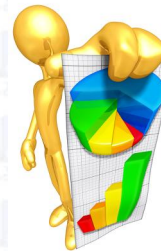
### A MANAGEMENT RESOURCE:

Provides a basis for ongoing comparative reviews to measure performance and the effectiveness of changes implemented



### QUICK/EASY:

Develop an effective survey that Members can complete in 10 - 15 Minutes



### A MEANS OF PRIORITIZING:

Provides management with a concise report detailing priorities for improvement at the Club.



### MEANINGFUL:

Develop a survey that provides Members an opportunity to offer an in depth assessment of at least one key area of the Club



### A SOURCE OF IDEAS:

Solicits quantifiable input from the Members with respect to changes they would like to see at the Club.



### COMPREHENSIVE:

Provides Managers with a summary overview of the quality of services being provided in additional areas of the Club

Our goal is to provide the Club's Leadership with the means to make effective changes in programs, services and facilities in order to better meet the needs of the Club's Membership.