



MEMBER SATISFACTION SURVEY (MSS)

Dear Member

We are constantly striving to further improve our facilities and service levels. To this end, we would be most grateful if you could take a few moments to complete the survey below which will allow us to measure our performance and take appropriate action where necessary. All named respondents will be entered into a prize draw to win a free lesson from one of the professionals. Thank you in advance for your support. Please print this form, fill it in as thoroughly as you can then drop it into the Pro Shop.

Name: _____ (optional)

Category of Membership: _____

Years been a member of club: _____

Please circle the appropriate score for each question. In each case, 10 represents excellent/strongly agree and 1 represents very poor/strongly disagree.

1. The Golf Course	Excellent	Very Poor
Condition of Tees:	10 9 8 7 6 5 4 3 2 1	
Condition of Fairways:	10 9 8 7 6 5 4 3 2 1	
Condition of Greens:	10 9 8 7 6 5 4 3 2 1	
Condition of Rough:	10 9 8 7 6 5 4 3 2 1	
Condition of Bunkers:	10 9 8 7 6 5 4 3 2 1	
Condition of practice facilities:	10 9 8 7 6 5 4 3 2 1	
Quality of course signage:	10 9 8 7 6 5 4 3 2 1	
Condition of course overall:	10 9 8 7 6 5 4 3 2 1	

Availability of Members tee times: 10 9 8 7 6 5 4 3 2 1

2. Golf Competitions

Strongly Agree Strongly Disagree

There are sufficient members' competitions: 10 9 8 7 6 5 4 3 2 1

There are too many members' competitions: 10 9 8 7 6 5 4 3 2 1

There is opportunity to play in team matches: 10 9 8 7 6 5 4 3 2 1

I prefer to play non-competitive golf: 10 9 8 7 6 5 4 3 2 1

3. Social Events

Strongly Agree Strongly Disagree

There are sufficient social events: 10 9 8 7 6 5 4 3 2 1

Social events are important to me: 10 9 8 7 6 5 4 3 2 1

I feel comfortable bringing my partner/spouse to the club: 10 9 8 7 6 5 4 3 2 1

I feel comfortable bringing my children to the club: 10 9 8 7 6 5 4 3 2 1

4. Clubhouse

Excellent Very Poor

Cleanliness of clubhouse: 10 9 8 7 6 5 4 3 2 1

Cleanliness of locker rooms: 10 9 8 7 6 5 4 3 2 1

Cleanliness of washrooms: 10 9 8 7 6 5 4 3 2 1

Quality of Notice boards: 10 9 8 7 6 5 4 3 2 1

Appearance of bar and restaurant: 10 9 8 7 6 5 4 3 2 1

Quality of food: 10 9 8 7 6 5 4 3 2 1

5. Professional's Shop

Excellent Very Poor

Appearance of Professional Shop: 10 9 8 7 6 5 4 3 2 1

Quality and Range of goods in professional Shop: 10 9 8 7 6 5 4 3 2 1

Value for money: 10 9 8 7 6 5 4 3 2 1

6. Service

Excellent Very Poor

Quality of service from Admin staff: 10 9 8 7 6 5 4 3 2 1

Quality of service from Professional Shop Staff: 10 9 8 7 6 5 4 3 2 1

Quality of bar service: 10 9 8 7 6 5 4 3 2 1

Quality of food/restaurant service: 10 9 8 7 6 5 4 3 2 1

7. Overall Satisfaction

Excellent Very Poor

Overall satisfaction with club: 10 9 8 7 6 5 4 3 2 1

8. Recommend to friends

Excellent

Very Poor

I would recommend Alloa Golf Club to my friends:

10 9 8 7 6 5 4 3 2 1

9. Usage

Please indicate which of the following days/times you tend to play:

Weekends Morning:

Weekends Afternoon:

Midweek Mornings:

Midweek Afternoons:

10. Other Comments

Please provide any other comments or suggestions that you feel may help us provide you with excellent service.
