

Case Study

DotGolf Membership System

Intergration equals efficiency



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Introduction

Golf Club administration processes are wide and varied with a number of different providers and systems. The key to efficiency and accuracy in any administration systems is to negate the need for double handling and remove the need for multiple databases on

different platforms. We all know the potential headaches if a process is not followed through correctly. DotGolf have identified the potential pitfalls and have created the DotGolf Membership System to make life a whole lot easier.

DotGolf Membership System

The DotGolf Membership System drives full integration of your member information through DotGolf Live for seamless use. Initial input of member information or any changes to current details, are automatically updated across the necessary platforms. No need for changes in other databases, one entry does it all. A number of clubs are trying to synchronise 2 or more databases with membership changes, tracking of new members and deciphering resigned members. With the DotGolf Membership System any changes made are automatically integrated across the member system, the National Handicap site and DotGolf Club websites. A saving in time and increase in efficiency straight away. How often do your members change contact details and forget to pass them on? Now they can simply alter their My Profile details on DotGolf and everything is all up to date.

As a cloud based system this allows the user and authorised others the ability to access it anywhere at any time. It is not restricted to having to be situated on site in the office or to a particular computer. For clubs relying on volunteer administration support a number of volunteers could be job sharing responsibilities from home or work. The cloud based system also negates the need for additional user software licenses therefore a saving in licensing costs. Importantly your data is backed up automatically with the cloud based system.

The system has a fast and efficient membership subscription service, one press of a button and all your membership subscriptions are processed and sent using the DotGolf Bulk Email system. The system also allows for flexibility of membership options, from your traditional annual subscription to spread payment options and the increasingly popular direct debit payment option. The system allows it all, you input it and it will do the work for you. You can also add non playing members to your club with the system identifying the fact that they are non-levy paying members.

The DotGolf Membership service allows access to the DotGolf Bulk Email system a real value add to the system and the way you communicate to your members. (Way better than a set of steak knives.)

If you are truly looking to integrate all your systems, then utilise the ability of the DotGolf Membership System to run in conjunction with Xero.

Xero is fast becoming the tool of choice for small and large businesses with their cloud-based accounting software connecting people anytime, anywhere on any device. Xero is building a trusted relationship with small business clients through online collaboration. Xero can provide all your online accounting, invoicing, payroll, inventory, reporting and payments systems.

One example of Xero's efficiency in saving you time is their simple bank reconciliation process getting your bank statements imported and categorised automatically.

All that is required for reconciliation is the matching of statement lines from your bank account with the transactions you create in Xero and click OK to reconcile. Its effortless, and a fast and efficient way to keep your accounts up to date and accurate.

Use the attached link to find out how easy the fun job of bank reconciliation can be:

<https://www.xero.com/nz/accounting-software/bank-reconciliation/>

The benefits of the system are best understood by talking to a club already using it and ask them a few key questions.

Michelle Campbell, Administration Manager Hastings Golf Club is one such person and to save her from a number of phone calls NZ Golf has asked her a few key questions:

Why did you change?

Initially we were looking at other alternatives to accounting packages available and enhancements that could be made in that area and when researching Xero, found that there was an integration with DotGolf and a membership module available.

What benefits have you found through changing?

Systems are more streamlined now. The subscriptions and invoicing details are easily accessible in DotGolf and all member records are in one place. The time savings have been measurable both in subscription processing and working in Xero.

What savings have you made?

Overall the financial savings with a change to Xero/DotGolf from our previous systems was approx. \$800 p.a. The time savings have been the biggest success. The streamlining of the integration between the two systems is very pleasing. The reconciliation process and general ease of using Xero is fantastic.

What is the best feature/s you have found?

As mentioned the integration is a great feature.

The systems are internet based so can be accessed anywhere anytime, if you choose to!

How difficult was it to change?

Change is never easy! There was definitely a process involved and a period of adjustment to get used to the new systems. We used an external consultant to assist with the accounting setup of Xero and they worked with the team at DotGolf to get a lot of the setup done before going live. Training was very comprehensive and thorough.

Conclusion

To move our clubs forward we need to create the time to focus on our members and visitors golf experiences. Endless, unnecessary hour's co-ordinating databases and completing lengthy administration processes remove us from the opportunity to engage with our participants.

If you are looking into change, most accountants are very familiar with Xero and can help with the transition of clubs charts of accounts. DotGolf have a

documented process flow to help clubs change to the DotGolf Membership Platform.

If your club would like to know more about this initiative, please contact the community golf team on 09 485 3230, or if you have enough information and want to make a change then contact Matt Smith at DotGolf Matt@golf.co.nz 09 447 1970.

