

CASE STUDY

GGA Partners and Alchemer

Reducing Costs as the Team Expands

As a trusted advisor to many of the world's most successful golf courses, private clubs, resorts, and residential communities, GGA Partners replaced Qualtrics with Alchemer. This switch enabled GGA Partners to constantly run more member satisfaction and strategic planning surveys for their clients more cost-effectively.

When GGA Partners began to grow, they realized they needed a new survey solution. The company, which provides consulting and strategic planning services to membership clubs around the world, was expanding and needed a more cost-effective, scalable solution with better support than Qualtrics. They found the solution in Alchemer. "It's been a good switch and a smooth transition. Alchemer has provided all the capabilities that we expect for design, facilitation, and reporting. The platform is intuitive with reliable customer support, which has helped to speed up our learning curve for getting the most out of the platform," says Ben Hopkinson, Director at GGA Partners. "All in all, it's been a positive experience."

PLANNING FOR SUCCESS

Often, the first step GGA Partners takes with clubs is to conduct focus groups with the membership base. These focus groups look at the club's future vision, things that need to change, things that need to improve, and more. Then GGA Partners takes that feedback and uses it to guide the Alchemer surveys they send to the entire membership. "The majority of our clients will have some form of survey instrument or member feedback tool included in their engagement with us," states Ben Hopkinson. "Member engagement is an important component of any strategic engagement."

DATA-DRIVEN DECISIONS

GGA Partners uses surveys to provide the data necessary for strategic planning. "Our high-profile clients count on Alchemer to be a driving data provider of their strategic decisions," explains Ben. Typically, GGA Partners works collaboratively with clients to design the survey, going back and forth on different versions and testing for functionality with their leadership team. Once they agree on a day to launch, GGA Partners leaves the survey open for a few weeks, communicating with the members every couple of days and monitoring the response rate.

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Director
GGA Partners

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EVALUATING DIFFERENT SEGMENTS WITH CROSTAB REPORTS

“We love the crosstab reporting feature,” says Ben. “It’s valuable to share with the club how their different member segments feel, and how attitudes differ across age groups, genders, member categories, etcetera.” Using the crosstab reporting tool, GGA Partners can dive deeper into some of the more important questions. It allows the team to stratify those results and do correlation analysis in terms of what might be causing changes to satisfaction levels or preferences.

BENCHMARKING STUDIES

“If we’re asking questions that are common across a lot of clients, say, for example, rate the golf course condition on a five-point scale, we can see how one membership base compares to similar club clients,” says Ben. Because GGA Partners asks questions like this for hundreds of clients each year, the firm has a baseline for comparison of where satisfaction ratings should fall. “We provide this benchmarking comparison across many questions, and it serves as an important exercise to help our clients evaluate their performance. In addition to presenting the results, we’re also presenting some context of where we think the strengths, weaknesses, and opportunities lie, based on the results.”

GGA Partners then uses these survey results to communicate where they believe the strengths, weaknesses, and opportunities exist across many areas, such as satisfaction, capital priorities, future vision, funding preferences, and more. This feedback is then leveraged to support strategic decisions for our clients.

BROADER MARKET RESEARCH

“The member survey is one piece, but we also commonly conduct operational reviews,” explains Ben. GGA Partners looks at the club’s financials and organizational structure, and then performs market research outside the internal market (the members). “We look at the demographics of the area, migration trends, and what

their competitors are doing,” Ben continues. “We try to take a 360-degree view of the factors affecting strategy and sustainability for the club through our analysis, and then form recommendations based on what we observe.”

EVOLVING STRATEGIC PLANNING

“Typically, GGA Partners works on a three-to-five-year cycle, but it varies,” Ben says. “The time frame is just to say, here’s what we think you can accomplish over the next three to five years.” Strategy is an evolving science and requires continuous efforts and monitoring. The consultancy helps direct a client’s current strategy, and then after that cycle is complete, it’s time to review and refine the strategic direction. “We always encourage our clients to seek continuous and consistent member feedback to attest the vision or mission for the club as changes take place. COVID is a perfect example of an external affecting strategy. A club’s strategy or vision might be totally different now, given the changes to member usage and preferences coming out of the pandemic.”

ABOUT GGA PARTNERS

GGA Partners is an international consulting firm and trusted advisor to many of the world’s most successful golf courses, private clubs, resorts, and residential communities. GGA Partners provides strategic planning and business services to the golf and leisure industries. GGA Partners work with some of the top nationally and internationally ranked golf course clients. They have clients in North America, Europe, and Australia. Additionally, the firm works with non-golf clubs, such as city clubs, yacht clubs, and any type of membership-structure club.

Call your account manager or 800.609.6480 to learn more.

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