

CFT

Customer Feedback Tracker | Hawick Golf Club

id	Question	Hawick Golf Club	Scottish Borders	EA	National
0101	Overall, how important to you is the condition of the golf course	9.25	9.11	9.10	9.16
0102	Condition of course overall	8.32	8.26	8.28	8.47
0103	Condition of tees	7.03	7.10	7.37	7.67
0104	Condition of fairways	8.16	8.20	8.15	8.25
0105	Condition of greens	8.25	8.49	8.52	8.73
0106	Condition of rough	6.36	6.80	7.13	7.31
0107	Condition of bunkers	6.70	6.64	7.04	7.24
0201	Overall, how important to you is the provision of competitions	8.36	7.73	7.31	7.31
0202	Overall, the number of competitions is about right	8.63	8.03	7.31	7.42
0206	I prefer to play non-competitive golf	0.00	5.13	5.35	5.17
0301	Overall, how important to you is the provision of social events	6.43	5.92	4.94	4.98
0302	Overall, i am satisfied with the provision of social events	6.95	6.41	6.37	6.34
0401	Overall, how important to you is the clubhouse	8.88	8.43	8.21	8.26
0402	Overall, i am satisfied with the clubhouse	8.40	7.70	7.65	7.49
0501	Overall, how important to you is the food at the club	8.82	8.23	7.80	7.93
0502	Overall, i am satisfied with the food at the club	8.99	7.96	7.44	7.15
0601	Overall, how important to you is the beverage operation at the club	8.66	7.98	7.42	7.39
0602	Overall, i am satisfied with the quality of the beverage operation	9.10	8.34	7.89	7.94
0701	Overall, how important to you is the professional/retail	5.79	6.32	7.02	7.26
0702	Overall, i am satisfied with the professional/retail	5.64	6.64	7.39	7.51
0801	Overall, how important are member services to you	8.29	7.85	7.61	7.63
0802	Overall, i feel a strong sense of belonging to this club	8.26	7.88	7.47	7.62
0803	I regularly use the club web site for club information	8.57	7.67	7.09	6.85
0804	I like to receive communication via facebook	5.74	5.43	4.01	4.32
0806	I like to receive communication via e-mail	8.84	8.65	8.68	8.71
0901	Overall, how important is customer service to you	8.73	8.63	8.72	8.72
0902	Overall, i am satisfied with the level of customer service	8.48	8.00	7.89	8.06

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1001	Overall, the number of visitors that play at our club is not important to me	5.50	5.67	5.72	5.66
1002	Overall, i am satisfied with the number of visitors we allow to play at our club	7.52	7.32	7.02	7.00
1101	Overall, how important is the management of the club to you	9.02	8.81	8.69	8.73
1102	Overall, i am satisfied with the way the club is managed	7.89	7.72	7.53	7.70
1103	I feel the committee acts transparently	8.05	7.36	6.87	7.06
1104	I feel the committee does a good job	0.00	7.64	7.44	7.64
1105	I feel the club finances are well managed	0.00	7.61	7.49	7.61
1201	Overall satisfaction with club	8.52	8.28	8.02	8.18
1202	Overall value for money	8.97	8.61	7.87	7.98
1203	I would recommend this golf club to my friends	9.35	9.09	8.44	8.66