

# THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

April 2003  
Volume 8, Issue 2

## ON THE TEE:

*EZLinks Reservation Center*

*Tee Time Exchange Benefits*

*Tech Support vs. Client Svcs*

*New EZLinks Members*

*Software Tip: Reports*

## Chip-Shots:

- EZLinks attends the **2003 Texas Golf Expo** in Dallas to promote member golf courses to the public.
- **Mirage City Golf Club** in Cairo, Egypt selects the EZLinks Tee Time Network.
- EZLinks installs Point-Of-Sale, Tee Sheet, and Golfer Identification Card software at the ten courses in Chicago affiliated with the **Cook County Forest Preserve**, managed by Billy Casper Golf.
- Are you attending the **US Open** at Olympia Fields? Schedule a visit to the EZLinks corporate office!



401 South LaSalle St. #1601  
Chicago, Illinois 60605

Phone: 888.88.LINKS  
Fax: 312.913.6970  
Email: info@ezlinks.com  
Web: www.ezlinks.com

Technical Support: 888.99.LINKS  
Software Support: 888.77.LINKS

## THE EZLINKS RESERVATION CENTER... AN EXTENSION OF YOUR GOLF SHOP

Spring has arrived, and golfers in the cold-weather climates are anxious to get back on the course. This means telephones are ringing in golf shops across the country.

With golf shop staffing levels usually low this time of the year, course managers should ask these questions:

- ? *What happens if someone calls my shop and gets a busy signal?*
- ? *What happens if the shop staff cannot answer the phone within three rings?*
- ? *What happens if someone calls the shop after we are closed for the night, or not yet open in the morning?*

What happens is that the person may decide to call another golf course, or simply not call you back. Either way, the result is missed business. The 24-hour EZLinks Reservation Center helps prevent this loss.

### ...EZLinks helps prevent loss...

Many managers use the EZLinks Reservation Center to handle all tee times. However, some still wish to manage their own calls. Even if this is the case, they still have the option to bounce 'overflow' tee time calls to EZLinks when their line is busy, goes unanswered, or the golf shop is

closed. By doing so, they insure that business is not lost, and a high level of personal, professional service is maintained.

### ...high level of personal service...

"We strongly recommend that, at a minimum, courses use the Reservation Center for overflow tee time calls", says Linda Effinger, Senior Vice President of Client Services. "There is nothing but upside for the course manager. Also, we do all the setup work with the local phone company, so there is no burden on the course's staff."



Some clients opt to pay a standard transaction fee for rounds booked by the Reservation Center. Most now choose the Tee Time Exchange option to eliminate the cost of this valuable service from their invoice. Either way, with over 2.8 million inbound tee time calls handled in 2002, the EZLinks Reservation Center is well-versed in the business of assisting golfers. Take advantage of it!

For more information, contact your Account Manager or EZLinks Client Services.

## KEY BENEFITS OF THE TEE TIME EXCHANGE PROGRAM



For golf course managers choosing the Tee Time Inventory Exchange option instead of paying cash for EZLinks services, a number of benefits are realized—some measurable, some not:

1. Golf courses receive tee sheet software, 24-hour call center support, online tee times through the course web page, and optional point-of-sale software with no cash expense.
2. The EZLinks/eBay partnership is attracting national attention through a variety of promotional campaigns, boosting course visibility.
3. Golfers that never played the course before are now able and willing to give it a try.
4. By eliminating the cash cost, more EZLinks services can be utilized, resulting in a greater array of benefits for the golf facility.

**EZLINKS MEMBERS** (partial list)

- Bear's Best - Atlanta & Las Vegas
- Bridlewood Golf Club
- Cabo del Sol Resort
- Camelback Resort
- Canoa Ranch
- Carmel Valley Ranch
- Centennial Golf Club
- Chalet Hills
- Champions Club at Summerfield
- Charlotte Golf Links
- Dacotah Ridge
- Eagle Glen Golf Course
- Eagle Ridge Inn & Resort
- EagleSticks
- Echo Falls Golf Club
- El Conquistador Resort
- Fish Creek Golf Club
- Glade Springs Resort
- Grand Traverse Resort and Spa
- Harbor Links
- Hawk's Landing
- Hiddenbrooke Golf Club
- Horseshoe Bay
- Indian Wells Resort
- Ko'Olina
- Las Vegas Paiute GC
- Legend Trail Golf Club
- Lyman Orchards Golf Club
- Maderas Country Club
- Marriott's Desert Springs Resort
- Marriott's Shadow Ridge
- McCormick Woods
- Monarch Beach
- Naples Grande
- New Jersey National
- Palmilla Resort
- Pasatiempo Golf Club
- PGA West / LaQuinta Resort
- Pine Barrens
- Pinehills Golf Club
- PineIsle Resort
- Poipu Bay Resort
- Presidio Golf Club
- Raptor Bay
- Reunion Golf Club
- St. Marlo CC
- Starr Pass
- Stone Mountain
- Sunol Valley
- Tahquitz Creek Resort
- Tan-Tar-A Resort
- The Audubon Golf Trail
- The Bog
- The Georgian Resort
- The Golf Club at Branson Creek
- The Golf Club at Castle Hills
- The Golf Club at Desert Mountain
- The Legacy Golf Club
- The Montgomerie Dubai
- The Nick Faldo Golf Institute
- The Ocean Club at Atlantis Resort
- The Revere at Anthem
- The Ridge at Castle Pines North
- The Robert Trent Jones Golf Trail
- The Tradition at Stonehouse
- Tiburon Golf Club
- Toftrees Resort
- Tour 18—Dallas & Houston
- Troon North Golf Club
- Tucson National
- University Ridge
- Westfields Golf Club
- Westin Innisbrook Resort
- Westin La Cantera Resort
- Westin Mission Hills Resort
- Westin Savannah Harbor Resort
- Wildfire Golf Club

# THE EZLINKS SUPPORT STAFF IS HERE TO SERVE YOU!



If you or your golf shop staff are in need of assistance from EZLinks, your request will be most efficiently handled if you contact the appropriate department. Calling the general switchboard number or the EZLinks Reservation Center staff may result in delays in meeting your request.



ments to onscreen course information, reservation options, pricing, email confirmation messages, internet reservation web page screens, etc. They also manage report design, database inquiries, and advanced software training.

## TECHNICAL SUPPORT

**1.888.99.LINKS / techsupport@ezlinks.com**

This department handles hardware issues, problems with data circuit connections and speed, printing questions, and networking.

## NEW STAFF:

EZLinks welcomes the four newest members to its support team:

- Tech Support: **Kevin Black**
- Tech Support/Client Services: **Andrew Skarbek**
- Call Center Supervisor: **Sonny Qadri**
- Call Center Supervisor: **Ramon Tarango**

## CLIENT SERVICES

**1.888.77.LINKS / clientservices@ezlinks.com**

This department handles the customization of EZLinks tee sheet software, installation/training of new member courses, and adjust-

EZLinks prides itself in having the most responsive, personal and professional service of any technology company in the Golf industry. Comments, constructive criticism and ideas are always welcome from golf course managers, as EZLinks constantly strives to improve itself.

## NEW MEMBERS

\*\*\*\*\*

- Billy Caldwell GC—*Illinois*
- Burnham Woods GC—*Illinois*
- Chick Evans GC—*Illinois*
- Columbus GC—*Illinois*
- Edgebrook GC—*Illinois*
- George Dunne National—*Illinois*
- Highland Woods GC—*Illinois*
- Indian Boundary GC—*Illinois*
- Jackson Park GC—*Illinois*

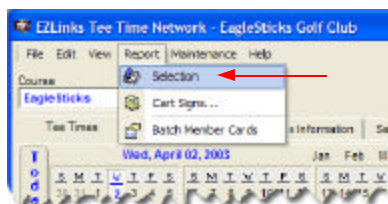
- Joe Louis The Champ GC—*Illinois*
- Marquette GC—*Illinois*
- Meadowlark GC—*Illinois*
- River Oaks GC—*Illinois*
- Robert A. Black GC—*Illinois*
- South Shore GC—*Illinois*
- Sydney R. Marovitz GC—*Illinois*
- Walden GC—*Maryland*
- The Preserve—*Michigan*
- Falcon's Ridge—*Minnesota*
- Wildflower at Fair Hills—*Minnesota*
- Breezy Point Resort Ridge—*Minnesota*
- D'Andrea GC—*Nevada*
- The Shores CC—*Texas*
- Stewart Peninsula—*Texas*
- Palo Duro Creek—*Texas*
- Los Rios CC—*Texas*
- The Shores CC—*Texas*
- Stewart Peninsula—*Texas*
- Palo Duro Creek—*Texas*
- Echo Falls CC—*Washington*
- Golf Club at New Castle—*Washington*
- Golf Club at Hawks Prairie—*Washington*

\*\*\*\*\*



## EZLinks Software Tip ...Management Reports

Have you looked at what is available to you under the REPORT menu? Useful information is just a click away! Do you want to know how many rounds were booked through your website? Through ezlinks.com? By the EZLinks Reservation Center? Select a "Rounds By..." report to see your statistics broken down by booking agent, reservation type, revenue, etc. This shows actual, live tee sheet data.



\* Note: Your printer must be configured on the EZLinks Tee Time Network in order to print these reports. If it is not, please contact EZLinks Technical Support for assistance.

## OLD EZLINKS NEWSLETTERS

[? Company Info](#)



For previous issues of *The Tee Times*, go to [www.ezlinks.com](http://www.ezlinks.com), and click the menu item for "Company Info".

If you need to have any sent to you by email, contact EZLinks at: [newsletter@ezlinks.com](mailto:newsletter@ezlinks.com)