



# **EZLINKS TEE SHEET**

## **New Features**

*AVAILABLE IN VERSION 7.6.4 AND HIGHER*

*Updated Jan 12, 2015*

## Overview

EZLinks is dedicated to constant innovation, helping course partners streamline operations while driving rounds and revenue. This is an overview of new features and functions available with EZLinks Tee Sheet software v7.6.4 or higher. For assistance, contact EZLinks at 888.99.LINKS (888-995-4657).

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## “Day Settings”

This new section within the Information Center on the main screen of the sheet allows you to quickly update some course configuration settings for a date.

- You can change the Tee Template to a different template in your catalog. (Example: Apply a Shotgun on-the-fly).
- You can apply Pricing from one date to another. (Example: Apply Sunday’s pricing to a Monday holiday).

<b>Day Settings for this Course:</b>	
Tee Template Applied:	<a href="#">Change</a>
Shotgun 8:00 / 1:00-5:00	
Holiday / Override Pricing:	<a href="#">Change</a>
No Holiday Override is applied.	
Dynamic Pricing is Enabled.	<a href="#">Disable</a>

The user is prompted to enter the course’s Maintenance password to change the settings.

When an override is in effect it will be displayed in red font.

Coming in 2015: The ability to indicate if the course is undergoing Aerification/Overseeding for a date.

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## Using the Pricing Bar to book Web Specials

For golf shops that allow their staff to access web-based pricing through the tee sheet’s “Book As” feature, a timeslot that is priced at a Special rate now defaults to it.

View Pricing		Book As: Web: Bountiful Birdies - Non-Resident		18 Holes	
Manage Specials		Window: Book-n-Play			
Regular	Special	Time	1	2	
<input type="checkbox"/> \$55.25	<input checked="" type="checkbox"/> \$49.99	7:24 a			
<input checked="" type="checkbox"/> \$55.25		7:32 a			
		7:40 a			

The user no longer needs to click the checkbox next to the Special price to book it. The software defaults to it automatically.

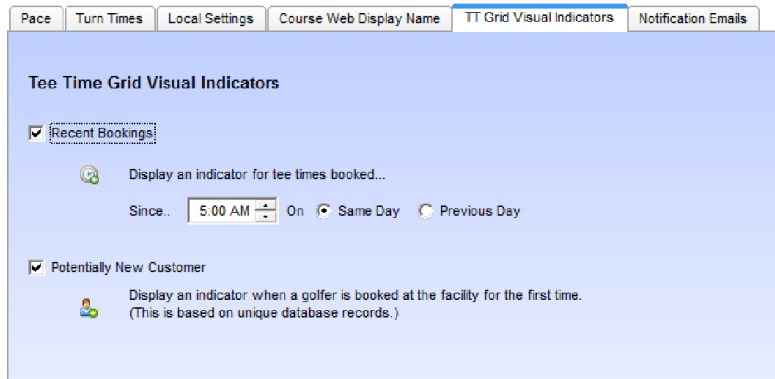
Contact EZLinks if you want the default selection to revert back to the Regular rate instead of the special rate.

# Tee Time Grid Visual Indicators

Two new options are available to identify reservations on your tee time grid, which help provide onscreen identifiers for certain types of reservations.

These are controlled at *Maintenance > Configuration > Facility Details > TT Grid Visual Indicators*

You have the ability to view “Recent Bookings” and “Potentially New Customers”.



## Recent Bookings

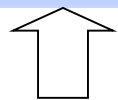
Activating this option displays an icon next to any same-day reservation that was reserved since the time period that you define.

4:20 p		
4:28 p	Player, Gary	Player, Gary
4:36 p		
4:44 p	★ Manning, Peyton	★ Manning, Peyton
4:52 p		

If the outside services staff uses printed tee sheet reports, this is a great way for them to reconcile same-day reservations.

A visual summary of “Recent” rounds and revenue is included in your Statistics Bar, located above the tee time grid.

Sun, October 12, 2014														Jan	Feb	Mar	Apr	May	Jun	Jul					
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T
28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23



## Potentially New Customers

Activating this option displays an icon next to golfers who have not been booked at your facility before.

This is a service opportunity for your staff, to ask these potentially new golfers if they need directions to the practice range, locker room, etc.

3:48 p		
3:56 p	Ryan, Rex	Ryan, Rex
4:04 p		


- This indicator is based on the golfer’s database profile record. It may not be 100% accurate, because the golfer may have played your facility in the past anonymously, as a guest of another golfer. Or, they may have multiple customer records in your database.
- The EZLinks system scans for potentially new customers every 5 minutes. There may be a slight delay before the icon appears in the grid next to a golfer’s name.

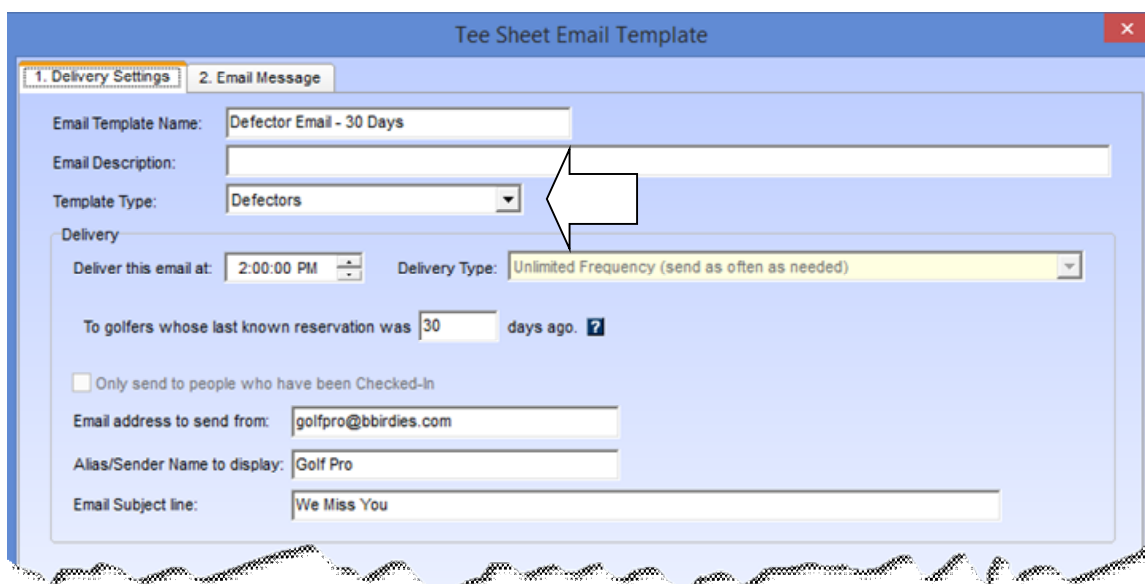
## “Defector Emails”

EZLinks can automatically deliver an email to golfers who have not played at your facility recently.

This is an easy way to re-capture golfers. Staggered periods (30 days, 60, 90, 180...) can be built, allowing you to get more aggressive with your messaging/offer in an effort to entice a golfer to book.

### Getting Started:

1. Go to *Maintenance > Configuration > Tee Sheet Email*, and load your current email templates. Highlight the Course Name to create a new one for. Click the “Add Course Email” button. 
2. When building a new template, select the “Defectors” Template Type.
3. Define the days (defector period) since a golfer last played that you want to target.
4. Complete the other fields, apply your Email Message design, and save the template.
5. Attach a schedule to the template, and define the types of reservations and booking channels you want to target. These are the previous reservations (golfers) EZLinks will analyze.



### Example Of How It Works:

1. If you build a “30 Day” defector email, then on each day at the time you defined, EZLinks will analyze your tee sheet from 30 days ago, and compile a list of all golfers who were booked.
2. It will then filter the list to those who meet the Defector template criteria you defined – (i.e. “Daily Fee Players” who played between 6:00am-3:00pm).
3. It then looks at the your tee sheet for each day since that date 30 days ago, including upcoming future dates, to pinpoint which of those golfers have not returned to your course.
4. For those who have not had a tee time since 30 days ago it delivers them your email message.

*NOTE: Subscribers to the EZLinks Marketing Suite platform receive advanced features and tracking.*

## Notification Emails to Golf Shop Staff

EZLinks can automatically deliver an email notification to your staff anytime a tee time booking or cancellation occurs for certain types of reservations. This provides a solution to the course manager who says:

*“I want to be notified anytime a \_\_\_ reservation is booked or cancelled.”*

This is beneficial when your staff needs to conduct follow-up actions to bookings that have been made, or update other software systems (i.e. caddie management).

### Getting Started:

1. Go to *Maintenance > Configuration > Facility Details > Notification Alerts*, and input the email addresses that will receive the email notifications.
2. Tell EZLinks the Reservation Types and/or Booking Groups you want to receive alerts for when reservations or cancellations occur. (In 2015 you will be able to manage this on your own)



The screenshot shows a web interface for configuring notification emails. At the top, there are several tabs: 'Pace', 'Turn Times', 'Local Settings', 'Course Web Display Name', 'TT Grid Visual Indicators', and 'Notification Emails'. The 'Notification Emails' tab is selected. Below the tabs, there is a heading: 'If your system is configured to send email notifications to golf shop staff when a Reservation/Cancellation occurs, who should they be sent to?'. There are two input fields. The first field is labeled 'Notify these people when a booking is made.' and contains the email addresses 'pro@golfshop.com' and 'eventmanager@golfshop.com'. The second field is labeled 'Notify these people when a cancellation is made.' and contains the email address 'eventmanager@golfshop.com'.

### Note:

A standard, system-generated email is delivered to your recipients, for whichever reservation type(s) EZLinks has configured this feature for. The email templates are not customizable, nor can the list of recipients vary by reservation type.

# Check-In Screen Enhancements

## Member Lookups

If the Check-In Screen is configured for member database searches, a list of matching results now includes a Membership Icon next to each golfer's name. Also, if a golfer's membership has expired, it is displayed in red font instead of black. These enhancements speed-up the selection process.

The image shows two screenshots of a software interface. The top screenshot, titled "Golfer Check In", displays a form for a selected golfer. The form includes fields for Last Name (Player), First (Gary), Mid, a dropdown menu (9335155), Address 1/2 (14752 S Indiana), Zip Code (60634), City (Chicago), State (IL), Email, and Phone #s (658-954-9636). There are buttons for Edit, Save, and Cancel. Below the form is a table with columns: Slot, Tee Time, Member #, Golfer Name, Fee Name, Amount, and Cart #. The table has two rows: Row 1: Slot 1, Tee Time 04:28 PM, Member #, Golfer Name Player, Gary, Fee Name Non-Resident Twilight, Amount \$45.00, Cart #. Row 2: Slot 2, Tee Time 04:28 PM, Member # 5555, Golfer Name Player, Gary, Fee Name Non-Resident Twilight, Amount \$45.00, Cart #. A large white arrow points from the bottom of the first screenshot to the top of the second screenshot. The second screenshot, titled "Select Member for Check In", shows a table with columns: Member #, Last Name, First Name, Middle Name, Start Date, and End Date. The table has three rows: Row 1: Member # 5555, Last Name Sykes, First Name Jeff, Middle Name, Start Date 1/1/2011, End Date 12/31/2015. Row 2: Member # 5555, Last Name Sykes, First Name Jeff, Middle Name, Start Date 1/15/2013, End Date 1/15/2014. Row 3: Member # 5555, Last Name Sykes, First Name Vicki, Middle Name, Start Date 5/16/2007, End Date 12/31/2025. Below the table are two buttons: "Check-in Selected Golfer" and "Cancel Selection".

## EZLinks Tee Sheet to Jonas® Point-of-Sale

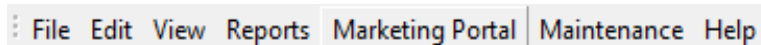
For courses where the EZPrepaid B fee type is used for the EZLinks barter program, the software can be configured to pass a different fee type's SKU (PLU Code) to your Point-of-Sale system during check-in.

This was designed to improve the efficiency of golf shops that use the Jonas® POS system. Clerks expressed a challenge with checking-in the EZPrepaid B fee type because Jonas does not support SKUs exceeding 7-characters in length. This feature can alleviate that issue for EZPrepaid tee times.

Contact EZLinks to have this override applied to your check-in process.

## Other Tee Sheet Changes

- **10-Digit Phone Lookup** – you can now search your golfer database using full, 10-digit phone numbers. (The option to search by “Phone [Last 4 Digits]” is still available).
- **Cancellation Number Lookup** – you can now search your database for the golfer affiliated with a tee time Cancellation Number.
- **Rapid Reserve** – to better-accommodate mouse and touch-screen usage, the Rapid Reserve reservation screen now supports double-clicking of golfer names to add them to the booking.
- **Dynamic Pricing tools** –
  - **Pricing Toggle** - the option on the main screen that allows Dynamic Pricing rules to be turned on/off for a date can now only be changed by administrator logins -- not clerks.
  - **Price Windows** – up to 8 price windows can now be created – an increase from the previous quantity of 4. This provides managers with the flexibility to build more days-out price points, even though the “Price Windows” web-display screen seen by golfers is still capped to show up to four windows (columns).
- **Channel View** – for courses that use Automated Turn-Time functionality, the “# Holes” that is permitted for a tee time slot is now displayed on the Channel View screen.
- **EZLinks Marketing Portal** – for courses that take advantage of the EZLinks Marketing Suite products –Email Marketing Services, Web Sites, and/or the Mobile App – a link to the centralized web portal can be activated on the main menu of the tee time software.



- **Help > Contact EZLinks** – the “Contact EZLinks” form now includes an option to send a message to the EZLinks Reservation Center.
- **EZLinks Support Tools** – administrative tools have been enhanced for the EZLinks Client Services team, so they can respond more-quickly to the requests of golf course managers.
- The **Nightly Data File**, used by some analysts and integrators, now includes “Golf Index” in the Weather data.

## WebMarket: “Select Playing Partners”

A golfer who is booking online can now define the other players in their group.

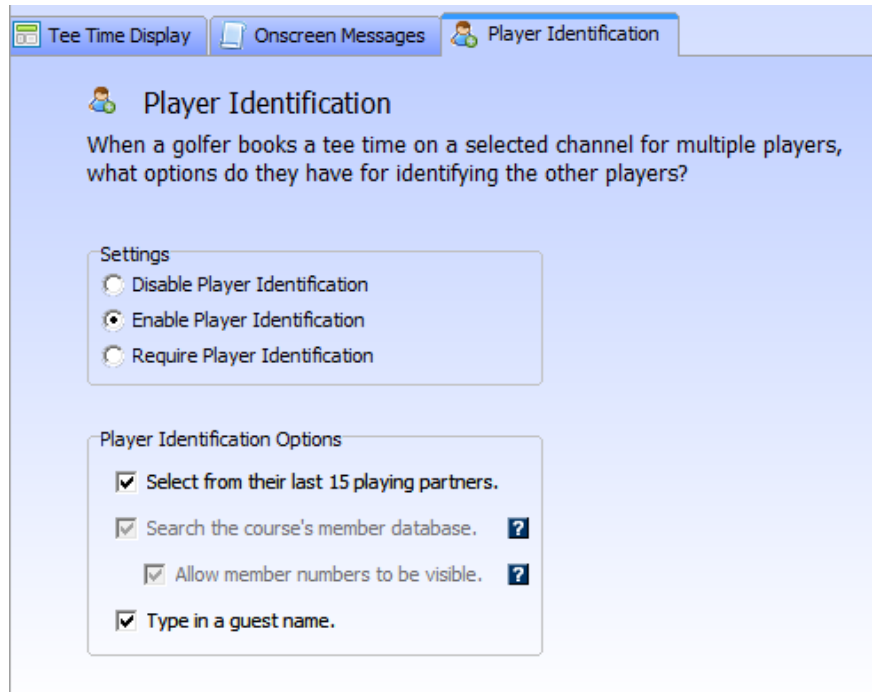
### Getting Started:

You control each booking channel in *Maintenance > WebMarket > Web Settings > Player Identification*. If enabling or requiring this feature, you can activate any combination of player identification options:

**Last 15 Playing Partners** – A selection list will be displayed showing the names of up to 15 people that the golfer recently played with. This is useful when people play with the same buddies regularly. [This option is activated by default for all booking engines].

**Member Search** – As they type-in a last name, matching records from your member database will be offered. A secondary option allows for searches by Member #. (This supports alphanumeric lookups, such as “A1234”).

**Type-In Name** – The captain can have the option to type a name for their playing partner. It will then appear on your tee sheet as “Joe Member/GUEST-Billy Smith”.



The screenshot shows the 'Player Identification' settings page. At the top, there are three tabs: 'Tee Time Display', 'Onscreen Messages', and 'Player Identification'. The main heading is 'Player Identification' with a sub-heading: 'When a golfer books a tee time on a selected channel for multiple players, what options do they have for identifying the other players?'. Below this, there are two sections: 'Settings' and 'Player Identification Options'. The 'Settings' section has three radio buttons: 'Disable Player Identification', 'Enable Player Identification' (which is selected), and 'Require Player Identification'. The 'Player Identification Options' section has four checked checkboxes: 'Select from their last 15 playing partners.', 'Search the course's member database.', 'Allow member numbers to be visible.', and 'Type in a guest name.'.

### Notes:

- If this feature is disabled, the captain’s name will be applied for each player in the reservation.
- Member Lookups currently need to be activated by EZLinks staff.

### Benefits:

- **Faster check-in at the golf shop counter.** Clerks will now see the names for each player in the group, and not need to look them up in the database.
- **Improved communication.** Each player in the group that has an existing profile in the EZLinks system will receive a confirmation email.
- **Prevent duplicate reservations.** If Bob Smith has been identified Betty Smith as one of his playing partners, then an alert (or prevention) will occur if Betty later tries to make a reservation within proximity of Bob’s reservation.
- **Golf Bag and Cart Staging.** Private clubs often want to prepare members’ clubs and carts prior to arrival. This works most efficiently when the staff knows the name of each member (or guest) in a group ahead of time.



## WebMarket: Save Credit Card





If golfers are required to enter a credit card number when booking tee times at your website, they now have the option to save that card for future use. This expedites the booking process, which increases customer satisfaction, and the likelihood that golfers will return to your website for future tee times.

**Secure this reservation with the following:**

**Credit Card:**

Cardholder Name:

Credit Card Number:  Exp. Date:

Accepted:    

[Save credit card to your account](#) *See "Reservation Policies" for details on when payment is due.*

Once saved, they can use the card for future reservations, or choose to use a different card. Also, within their account screen they can add or remove cards from their online profile:

Welcome, Gary [Manage Your Account](#) [Sign Out](#)

**Tee Time Search** | **View Your Tee Times** | **Course Conditions** | **View Tee Sheet**

**Contact Information** [Edit Contact Information](#) [Edit UserID/Password](#)

<b>Name:</b>	Gary Player	<b>Email Address:</b>	gplayer@msn.com
<b>Gender:</b>	Male	<b>Address Line 1:</b>	57 Blackpants Road
<b>Birthday:</b>		<b>Address Line 2:</b>	
<b>Home Phone:</b>	(555) 555-5555	<b>City, State Zip:</b>	Midland, MI 48667
<b>Work Phone:</b>	N/A	<b>Country:</b>	United States


**Memberships**

Membership Number	Membership Type	Start Date	End Date
You currently do not have any past or current memberships.			

**Reservations** [Active](#) [History](#)

Reservation Time	Course	#	Amount	Reserve Fee	Confirm #	Cancellable Until	Cancel Fee		
Oct 12, 2014 3:32 PM	Bountiful Birdies GC	3	\$108.00	\$0.00	321105901	Oct 11, 2014 3:32 PM	\$30.00		

**Credit Cards Securely Stored** [Add a Card](#)

Your Stored Card(s)	Expiration Date	
 Ending in 6024	06 / 18	

### Note

Credit cards used for Web bookings are never visible in the tee time software. To charge a No-Show/Cancellation fee, a credit card merchant account needs to be established and applied.

## WebMarket: Tax-Inclusive Prepaid Reservations

If your course requires tax to be included in the price of a tee time, you can now sell prepaid tee times online, and have the tax automatically calculated in the final price.

### Getting Started

1. Configure your tax rate in *Maintenance > Configuration > Facility Details > Local Settings*.
2. Notify EZLinks of the online booking channel(s) and reservation type(s) you want tax applied to.

The screenshot displays the 'Local Settings' configuration page. At the top, there are tabs for 'Pace', 'Turn Times', 'Local Settings', 'Course Web Display Name', 'TT Grid Visual Indicators', and 'Notification Emails'. The 'Local Settings' tab is active. The page shows the following settings:

- Country:** United States
- Daylight savings time rule:** US, Canada, Bahamas
- Daylight savings time starts:** second Sunday in March at 2:00AM
- Daylight savings time ends:** first Sunday in November at 2:00AM
- Course settings:**
  - Course uses daylight savings time
  - Standard Time Zone:** UTC/GMT -8 hours
  - Time at course is currently adjusted for daylight savings time.
- Tax Rate:**
  - The facility's Tax Rate is: 8.49 %
  - If it is scheduled to change, note the details: On 1/1/2015 it changes to 8.75 %

Once these settings are in place, golfers who book prepaid tee times on your website will see a line item with the price for "Tax", and the taxable amount is shown.

### Notes

- Tax is calculated against the greens fee amount after any Dynamic Pricing rules and/or Promo Code adjustments are applied.
- If your tax rate is going to change in the future, you can configure a date when the new rate goes into effect, and EZLinks will automatically calculate against that new percentage starting on that date.
- The tax rate applied to a prepaid tee time is always based on the date when the purchase (prepayment) is made – not the date when the tee time is played.

## WebMarket: Credit Card Security & “No-Shows”

To further protect your business against malicious behavior, EZLinks is no longer storing credit card data when tee times are booked online at your website. It is instead transmitted directly to a secure, third-party tokenization service.

If your course wants to charge “no-shows” you must first establish a credit card merchant account with one of the EZLinks processing partners: ETS® or BluePay®. EZLinks will then link that account to the cancellation screen of your tee sheet software.

Then, if you ever need to cancel a reservation off your tee sheet as a “No-Show”, EZLinks will transmit a command to the processor to complete the charge, and route the funds to your account.

The screenshot shows a "Cancel Reservation" window. On the left, there are radio buttons for "Normal", "Weather", and "No Show" (which is selected). Below that is a "Charge for No-Show?" dropdown menu set to "Yes", with "Amount: 36.00" and an "Edit Amount" link. A "Your Initials:" text box is below that. On the right, a credit card summary box shows "Credit Card Used: AMEX (XXXXXXXXXXXX1003)", "Cardholder Name: MIKE MOVALL", "Amount to Charge: 36.00", and "Amount to Credit: 342.83" with a "View/Edit Details" button. At the bottom, there are three radio buttons: "Send a Cancellation Email to all registered email addresses in the group" (selected), "Send Cancellation Email to only: mmoval@ezlinks.com", and "Do not send a Cancellation Email". At the very bottom are two buttons: "Cancel and Process" and "Abort Cancellation".

Throughout this process, the golfer’s card number is never exposed to your golf shop staff or the EZLinks servers.

## WebMarket: Golfer Passwords

Changes to password-handling have gone into effect to meet standards set by the PCI Security Council.

- **PCI Compliance** – to maximize consumer security, EZLinks now requires golfer passwords to meet PCI/PA-DSS standards.
  - If a golfer has a non-compliant password, a message will suggest that they update it.
  - A “compliant password” is at least 8 characters in length, with one number, and one uppercase and lowercase letter.
  - This is enforced when a golfer registers a new account or updates an existing password.
  - A golfer must have a compliant password to save a credit card to their account.
- **“Forgot Password”** – if a golfer forgets their password for booking online, a temporary, one-use password will be sent to them upon request. It will be valid for 24-hours.

## WebMarket: “No Tee Times Available” Messaging

If a golfer searches for tee times on your website, and there are no search results available, a generic system-generated message is currently shown. You can now customize your own message.

- It is controlled in *Maintenance > WebMarket > Web Settings > Onscreen Messages*
- A different message can be applied for different booking engines.
- This feature supports Plain Text content only.

The image shows two screenshots. The top screenshot is a configuration window titled 'Onscreen Messages' with tabs for 'Tee Time Display', 'Onscreen Messages', and 'Player Identification'. It contains the following text: 'If there are no tee times to display to a golfer during an online search, the message below will be shown onscreen.' Below this are two radio buttons: 'Display the standard message.' (unselected) and 'Display a custom message.' (selected). Under 'Primary text:', there is a text box containing 'There are no tee times available that meet your search criteria.' Under 'Secondary Text (optional):', there is a text box containing 'Please call the golf shop at 555-555-5555 for assistance.', 'June 10: Course closed for overseeding', and 'Aug 15: Course closed for special event'. A white arrow points from this configuration window to the bottom screenshot. The bottom screenshot is a live website view for 'BOUNTIFUL BIRDIES GOLF COURSE'. It features a search bar with 'Mon, Oct 13, 2014' selected, and filters for 'Players' (4), 'Price Range' (0 to 150), and 'Time Range' (6am to 6pm). Below the search results, the message 'There are no tee times available that meet your search criteria.' is displayed, followed by the same secondary text as in the configuration window. A white arrow points from the configuration window to this message on the website.

## WebMarket: Course Display Name

You can now adjust how your golf course name appears for online reservations. This is managed in *Maintenance > Configuration > Facility Details > Course Web Display Name*.

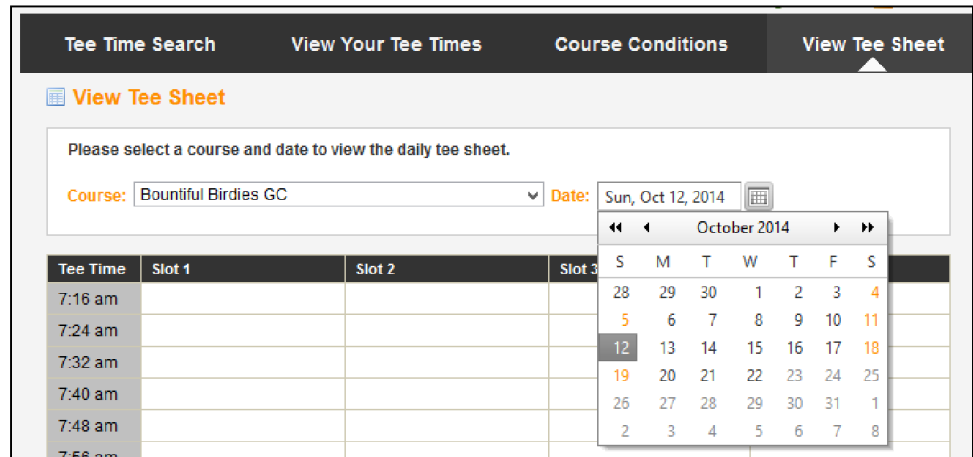
The image shows a configuration window with tabs for 'Pace', 'Turn Times', 'Local Settings', 'Course Web Display Name', 'TT Grid Visual Indicators', and 'Notification Emails'. The 'Course Web Display Name' tab is active. It contains a text box labeled 'Custom Course Web Display Name' with the text 'Bountiful Birdies' entered. Below the text box are two buttons: 'Save Custom Name' and 'Restore Default Name'.

If unchanged, it will continue to display the name of the course as it is shown in the tee time software.

## WebMarket: “View Tee Sheet”

The optional “View Tee Sheet” screen within the web interface of WebMarket allows golfers to view the course(s) tee time grid online.

There are now some enhanced controls, which may be beneficial to private and semi-private clubs:



- **Limit name visibility to certain Reservation Types –**
  - Only show golfer names for tee times booked using specific Reservation Types.
  - All other names are hidden, appearing onscreen as “XXXXXX”.
  - Benefit: You can hide the names of daily fee players and outings from your members.
- **Control how far in advance the “View Tee Sheet” calendar becomes activated –**
  - The maximum number of *days-out* that a golfer can select on the calendar.
  - The *time of day* when the furthest day-out on the calendar becomes ‘clickable’.
  - Example: Members may be allowed to view the tee sheet 5 days in advance, and the 5<sup>th</sup> day out cannot be viewed until 12:00pm.

### Getting Started:

Contact EZLinks to have either of these features configured for your course’s booking engine(s).

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## Bug Fixes

**Pricing Bar** ... various bugs related to the Pricing Bar (“Book As” feature) were resolved.

**Squeeze Times** ... for courses using Automated Turn-Times, a turn time is now properly created when 18-hole Squeeze Times are reserved.



**Check-In Screen** ... after typing-in a fee amount, clicking the ENTER key properly saves it now.

**Caddie Checkbox** ... for courses that use the Caddy checkbox for reservations, its status is now properly retained after re-opening the window to edit it.

**Golfer Database** ... a glitch related to the acceptance of special characters in golfer names (i.e. “O’Mally”) has been resolved.

**Sunrise/Sunset Controls** ... now permit up to 480 minutes of tee sheet closure due to daylight.

**Maintenance > Fees** ... bugs within the Advanced Filters have been fixed.

**Maintenance > WebMarket > Dynamic Pricing Bar** ... improper values are not permitted in the grid.

**Lottery** ... A scrollbar in the Web request form that was not working in Internet Explorer 10 is fixed.