COURSE BOOKING ENGINES

PRODUCT COMPARISON MATRIX

AUGUST 24, 2016

The new EZLinks Responsive Booking Engine dynamically adjusts to fit a golfer's preferred method of booking – be it a desktop computer, tablet, or mobile device.

This chart compares the original (non-responsive) booking engine that has been in use for 10+ years, and the first version of the new (responsive) booking engine.

SCREEN BEHAVIOR & CONTENT	Non-Responsive	Responsive	
Tablet/Phone-friendly	N	Y	
Can be displayed within an iFrame on a course's website	Y	Y	
Can display a header banner	Optional	Optional	The image shown will change based on device type (PC/Tablet/Phone) - 1200x100, 768x100, or 320x60 pixels.
Can display a footer image	N	Optional	(same as above)
Custom color scheme	Y	Y	A primary and secondary color can be set per channel.
Shows the course's local date/time	Optional	Optional	
Custom "Privacy Statement" hotlink in footer	N	Y	
Custom "Help" message in footer	Y	Y	Up to 100 characters of text, plus Email and/or Phone.
Weather display	Optional	N	
Display of the golf course tee sheet	Optional	N	
Supports analytics using Google Tag Manager	Optional	Optional*	(*coming soon)
TEE TIME SEARCHES	Non-Responsive	Responsive	
Calendar can be set so the selectable dates match that particular channel's booking window	Y	Y	
Filter by # of Holes	Optional	Optional	

	Non-Responsive	Responsive	
Filter by Time Range / Price Range	Y	Y	
Filter by Booking Channel (aka "Pricing Option")	N	Y	
Filter by Course Name	Y	Y	
Filter by City	Y	Y	
Filter by State, Country	Y	N	
TEE TIME DISPLAY	**Non-Responsive**	**Responsive**	
Can show tee times for multiple courses at once	Y	Y	
Can show Savings as either a $ or % amount	Y	Y	
Can show "tee rotations" for 27-hole facilities	Optional	Optional	
Can show daily tee sheet notes, aerification/overseeding notices, etc.	Y	Y	
Icons that show what a tee time includes are visible on the main screen	Y	N	Icons appear once a tee time is selected and its details are shown.
Prices can be displayed in a non-$ currency formats	Y	N	
Alternative Tee Time Display Formats			
A format is available that can display tee times for multiple booking channels (i.e. Resident, Cardholder, Member) all within one screen of search results. ("Multi-Channel")	Y	Y	
Multi-Channel: Displayed as columns (Quantity: Max of 5)	Y	N	
Multi-Channel: Integrated into the tee time "pod" (Quantity: Unlimited)	N	Y	
Price Windows: Can display booking windows onscreen as separate columns	Y	N	This Dynamic Pricing option still works. But displaying window descriptions onscreen as columns is not supported.
Power Windows: Can display a hybrid that combines Multi-Channel and Price Window formats	Y	N	
BOOKING WORKFLOW	**Non-Responsive**	**Responsive**	
Golfers can define who the playing partners/members are in their reservation.	Optional	Optional	
Promo Code support	Optional	Optional	

Credit cards can be required to secure a tee time	Optional	Optional	
Credit cards can be charged for Greens Fee and/or Reservation Fees	Optional	Optional	
Credit cards can be stored for future re-use	Optional	Optional	
Golfers can type a note to the golf shop staff	Optional	Optional	
Golfers can request a caddie	Optional	Optional	
Pop-up alert messages can be displayed during the booking process, showing important policy detail.	Optional	Optional	
Checkbox validation for "I agree to these terms…"	Optional	N	
Confirmation Emails delivered	Y	Y	
"Existing Tee Time Checker" alerts, to alleviate double-booking mistakes/hoarding	Optional	Optional	
Multiple tee times can be reserved in one booking	N	N	
Guest Checkout capability, for non-registered golfers	N	N	
GOLFER ACCOUNTS	**Non-Responsive**	**Responsive**	
"Remember Me" checkbox at login screen.	Y	Y	
"Forgot Password" will send a temporary password	Y	Y	
View and Cancel pending reservations	Y	Y	
View historical reservations	Y	Y	
Move pending reservations	N	N	
Add-to/Reduce reservation size	N	N	
Edit the playing partners within a reservation	N	N	
Re-deliver a tee time confirmation by email	Y	Y	
Print a tee time confirmation	Y	Y	
Add/remove credit cards from golfer profile	Optional	Optional	
Golfer can view their course memberships	Y	Y	
Prevent new account registrations	Optional	Optional	
Prevent golfers from editing their password	Optional	Optional	