

Catapult On The Golf Course



Nestled in the beautiful Great Smoky Mountains of Western North Carolina, **Highlands Cove Golf Course** features a clubhouse with over 15,000 square feet, as well as an immaculate golf course created by famed designer Tom Jackson. **Scott Harrison**, golf professional at Highlands Cove, spoke with ECRS recently about the benefits his facility has received from their recently installed **Catapult** point-of-sale system.

Information On Demand: Catapult Reporting

Because they are a new facility, the staff and administration at Highlands Cove are still in the early stages of learning how to allocate monetary and human resources. "The instantaneous feedback we get from Catapult's From-To reporting has been very helpful in showing us early trends for both the golfing and the retail aspect of

Highlands," said Harrison. "We intend to let the continued use of these reports be our primary guide for staffing and for generating a buying budget for the pro shop."

Like the Weather: Discounting Seasonal Items

The game itself isn't the only aspect of the golf industry affected by the weather. As with most clothing stores, a pro shop must **constantly rotate its inventory** to reflect the changing seasons. As the end of summer approaches the pro shop at Highlands Cove prepares for the harsh conditions of fall and winter. "I used Catapult's powerful discount features to put all of the men's and women's apparel on sale, so we could make room for the cold-weather items," explains Harrison. "We'll do the same thing all over again in the spring when we discount the winter clothing in preparation for summer."



Saving Strokes: Using Speed Key Generators

During its peak season the Highlands Cove golf course and pro shop are constantly overrun with customers. The resourceful staff is always searching for ways to save time and maintain a smooth flow of shoppers and golfers through the facility. Harrison explained how he and his staff implemented **Catapult's Speed Key generator** to shave time off of popular transactions. "Probably our most frequently used Speed Key is the one that combines greens fees and golf carts into one single key. We'll use this key as a model for combining other items and services that our customers often purchase together. This has had a dramatically positive effect on **helping our customers meet their tee times.**"



Familiar Terrain: Customizing the Point of Sale

The clientele and staff at Highlands Cove differs substantially from weekdays to weekends. To reflect this difference, Harrison used Catapult's customizable touch screen to create two separate "looks" at the point of sale: one for weekdays and one for weekends. However, the change was not made for aesthetic reasons alone. As Harrison puts it, "**Customizing the weekday and weekend screen layouts** helped create two distinct interfaces that are extremely user-friendly. We arranged the keys to make the transaction process as **trouble-free** as possible for the staff."