



POWERSCOURT GOLF CLUB

With both its East and West Courses consistently ranked inside Ireland's Top 20 Parkland Courses, Powerscourt Golf Club is one of the country's most popular destinations. The club sits in the grounds of the magnificent 1,000-acre Powerscourt Estate in Co Wicklow, south east of Dublin. It has approximately 900 members, and has a thriving visitor, society and group bookings business.

With a fleet of 16 buggies, Powerscourt was chiefly looking to mobilise its golf carts on a year-round basis.

Golf cart rounds monitored to date and counting...

"We have seen an increase in cart revenues since tagging. One year on, DSG TAG has definitely delivered."
 Bernard Gibbons,
 General Manager,
 Powerscourt Golf Club,
 June 2012



THE BUSINESS PROBLEM

Powerscourt has a reputation for having two of Ireland's best-conditioned golf courses, and although cart revenues were good during the spring / summer, like many clubs Powerscourt faced a serious drop in cart

business during the poorer autumn / winter weather. With wet conditions underfoot, the club could not afford to risk carts being driven carelessly, resulting in damage to the golf courses.

"Being able to hire out carts on a year-round basis was a significant reason why we installed the TAG system. It has to be a good revenue-earner if you can hire a cart through the winter."
 Bernard Gibbons,
 General Manager

A more safe and secure cart fleet

Powerscourt now uses DSG TAG to ensure that its golf carts stay at the golf club, rather than straying onto the rest of the 1,000 acre estate. With the Ritz-Carlton at Powerscourt Hotel 700 yards from the golf clubhouse, guests were previously tempted to drive their golf carts to the hotel - crossing a main road on the way - and to leave their golf carts at the hotel. Every once in a while, customers would also be tempted simply to take their golf cart on a leisurely drive around the estate, leading to battery depletion and cart recovery challenges.

With a DSG TAG geo-zone now surrounding the golf club and its courses, these problems have gone away.

"Previously a golfer might turn up with keys he had a month ago. He turns up and he's gone. DSG TAG has stopped that - he now has to take the specific cart which has been released in his name."
 Simon Bath, General Manager

THE DSG TAG SOLUTION

Improved winter revenues

The DSG TAG zoning system, which prevents golf carts from accessing zoned areas, was an immediate success when put into use at Powerscourt's golf courses. Six staff can now use the DSG TAG control screen to 'zone off' parts of the golf club at any time of the year, preventing carts from being driven into zoned areas. The club can now hire out its golf carts throughout the winter, including November to February which previously were months in which the club derived very little cart revenue.

Previous problems due to unwanted cart traffic - which would have been hard to police in past seasons - were quickly eradicated. Cart drivers at Powerscourt first receive an audible warning, followed by cart immobilisation if an attempt is made to enter a restricted zone. The club now regularly zones off certain areas of its golf courses, restricting carts to paths in areas which have become wet or are under repair. Greens, green approaches, water hazards, bunkers and teeing areas are also zoned off.

"Our cart fleet is now better controlled. We had sixteen guests from the USA yesterday, all driving carts. The TAG system is very helpful in these day-to-day management situations."
 Bernard Gibbons, General Manager

Improved cart allocation

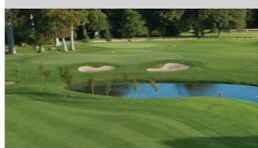
Like most golf clubs, Powerscourt occasionally faced the "take any buggy" syndrome from golfers who had previously left the facility with cart keys in their pocket. Although this only happened rarely, golfers with a cart key were able, during a typically busy day, to jump into a cart and drive away onto the golf course.

Tagging the carts means that this now cannot happen, and the cart start / return procedure at Powerscourt is now more efficient since the DSG TAG system installation.

OTHER BENEFITS

Flexible day-to-day zoning

Powerscourt has found DSG TAG's system versatile enough to cope with south east Ireland's rapidly-changing weather. With 'free course access' days and 'cart path only' days often following in quick succession, and even changing during the same day, the club has developed new staff communications processes to ensure that the correct zones are imposed at a given time.



"With the new ability to zone our courses we faced the challenge of ensuring that our staff were always on the ball with the system's capabilities. However DSG's presentation was very good, and it isn't difficult to understand. We have an excellent course superintendent who is spot-on with the zoning. We tend to review our zones each morning, and adapt them according to the weather conditions."
 Bernard Gibbons, General Manager

"Showing the golfer his actual trail defuses a lot of situations."
 Bernard Gibbons, General Manager

Defusing sensitive customer issues

When golfers drive erratically on the course, the TAG means Powerscourt staff can now gently educate the golfer as to the actual trail they drove when they return to the clubhouse. This enables the club to take the heat out of a potential confrontation, as golfers never like to be told they were driving where they shouldn't be.

Better battery management

Powerscourt has installed a large TV monitor in its pro shop, enabling staff to quickly check the status of each of its 16 golf carts at any one time. Although its relatively small cart fleet yields few battery management problems, any such issues are quickly spotted and resolved, resulting in minimal down-time.

"At next year's insurance review we will show how we have reduced our risk."
 Bernard Gibbons, General Manager

Better bargaining position on insurance

Although cart security was not the club's major issue, management can now demonstrate that the fleet is more secure and as a result will be in a stronger negotiating position when making its annual insurance arrangements.

"DSG TAG is a great tool to have where the customers are concerned, and it is good for business. Zoning in the winter gives us a 365-day fleet, and TAG security means that you can sleep in the knowledge that the buggies are safe."
 Bernard Gibbons, General Manager

IN SUMMARY

A year after installation, Powerscourt Golf Club now uses the majority of the DSG TAG system features, namely zoning to improve course conditions; cart security; managing cart batteries; safety and insurance issues; and start & return procedure improvements.



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