



DotGolf

Golf Technology Solutions That Help Grow The Game

GMA Summit – June 2024





Welcome



The DotGolf Story

The DotGolf Story

DotGolf is an international golf technology company that provides software, systems, and solutions for golfers, golf clubs, and golf organisations.



- DotGolf became the official technology provider to Golf New Zealand in 1999 and created the world's first national centralised handicapping system in 2001.
- In 2019, DotGolf was successful in winning the international tender to become the official handicap and technology partner for England Golf, Wales Golf and Golf Ireland.
- In January 2023, DotGolf commenced a new partnership with Scottish Golf as their official technology provider and in mid 2024, DotGolf will become the official technology provider for Golf Australia.

The DotGolf Story



- DotGolf is jointly owned by The R&A (www.randa.org) and Golf New Zealand (www.golf.co.nz).
- Our owners have a shared long-term vision for how golf can thrive in the future, and a large part of that is based on embracing technological solutions that can bring more people into the game and enhance services to golfers.
- DotGolf has offices in New Zealand, The Philippines, and Great Britain housing dedicated technical and support staff.
- New Zealand remains our home, and under our new strategy, an area of fresh priority.

Our Services

DotGolf delivers software, systems, and solutions for golfers, golf clubs, and golf organisations around the globe.



Golf Associations

7 National Affiliates



Golf Clubs

5,000+ clubs, 400+ enhanced products



Golfers

+2M on app/web platforms



Our Golf Club Management Services



Golf Clubs

5,000+ clubs, 400+ enhanced products



Golf operations and tournament management.



Tee bookings.



Membership and accounts.



Subscriptions and invoicing.



Point of sale and loyalty.



Club websites and mobile.



Functions and events.



Our Strategy



Our Vision

A global golf technology platform that enhances services to golfers and attracts more people to the game.



Our Purpose

We exist to create golf technology solutions that help grow the game.



Our Core Strategies





The New Zealand Market

The New Zealand Market

Our home market remains our priority.



- Over the last 20 years DotGolf has provided wide range of services to NZ clubs.
- Our service offering has expanded but thankfully we've been able to keep our prices the same for over 15 years.
- In order to grow our company and keep investing in our products, we have needed to serve some other international markets.
- We are 100% committed to the NZ market. It is where we are from and where we are based.
- We are now refreshing our focus on NZ and NZ clubs.

NZ Golf Club Market

234 clubs – **GOLF OPERATIONS**

103 clubs – **CLUB WEBSITES**

113 clubs – **MEMBERSHIP SUBS**

46 clubs – **POINT OF SALE**



46 management solutions rolled out to clubs in **NZ** in 2023

Currently servicing **496** management solutions throughout **NZ**

\$13.3M total revenue generated through online transactions
into the golf customer market in **NZ** in last 12 months.

Your Feedback

- We are thankful to so many people in this room who are fantastic DotGolf supporters.
- We know our products are valued by so many and used every day by almost every club in NZ. We also know golfers throughout the country highly value the website and app products we deliver.
- While we have been maturing as a business over the last few years, we acknowledge we have not had the capacity or resources to focus as heavily on our club products as we would have liked to.
- This now is a major priority for us, and we are excited about the future opportunities.





Service and Support

Service and Support

- We have listened to your feedback, and we are investing significantly in our service, support, and training.
- Worth noting, we are the only locally based dedicated golf software company serving golf clubs in NZ.
- Your feedback has been that you'd like:
 1. More support.
 2. Increased support hours.
 3. Faster response times.
 4. More training.
 5. Stronger comms.



Service and Support

- Over the last few months, we have invested in our customer support:
- A team of 8 based now in Auckland (up from 3 in 2023).
- Longer support hours:
 - - Monday - Friday 7:00am - 10:00pm
 - Saturday 8:30am - 5:00pm
 - On-call phone support on Sundays and Holidays.
- New support back-office systems to help us respond faster.



Progress Report...

May customer support:

- 780 tickets were created in New Zealand.
- 70 total unresolved and historical tickets at the end of May (end of April = 131 unresolved tickets).
- 87% of tickets were resolved with the first response and in under 24 hours.

Customer Satisfaction Survey from Support (May 2024):

- 92.2% Positive
- 2.9% Neutral
- 4.9% Negative

New Customer Support (Some of them)



Jenna



Maddi



Rhys



Brad

Support and Training

- We will over the next few months be updating the DotGolf website, the DotGolf customer support portal, and our knowledge base and support articles.
- We'll also be undertaking a range of in person training and learning sessions around the country:

Northland, Auckland, Bay of Plenty, Taupo, Taranaki, Manawatu, Wellington, Tasman, Canterbury, Otago, Southland.

- And each week starting in July, we'll have a weekly drop-in Zoom session on Fridays at 10am where any DotGolf user from around the country can log in and ask questions.



Support and Training

- We want to make it easy to contact us, and easy to get the support you are looking for.
- We also want you to be able to pick up the phone and contact our senior people when you need extra help.





Product Development

Product Development

- As we have done with service and support, we have listened to your feedback, and we are investing significantly into club product innovation.
- Our products have been developed in our backyard, for the golfing market in New Zealand, with our developers based locally on the ground.
- Your feedback has been that you'd like:
 1. More input.
 2. Increased features & enhancement.
 3. Stronger comms on product roadmap and recent developments.

Product Development

- Over the last 6 months, gaining input into product direction and innovation from our work with and visits to golf clubs.
- We have invested significantly into product and development expansion.
 - Added 6 developers to the team in the last 12 months.
 - Added product management resource to help lead our product roadmap.
- Formation of product comms strategy.

Product Development

Understanding of the customer

- Deep understanding of our customers, problems, and opportunities.

Strategic Vision

- Product roadmap aligns with our long-term vision.

Market Trends

- Adoption of emerging technology
- Industry analysis

Prioritisation

Impact – How many customers will this impact?

Strategy – Prioritise features that enhance member experience and streamline management operations.

Customer Demand – How important is it?

Technical Feasibility and Resource Allocation

Process

Continuous improvement and feedback

- Research and product analytics
- Product and customer support team gather insights in utilising features and understanding pain points.
- Testing to gather feedback before full scale release.
- Incremental releases
- Product suggestions and feedback to shape future development

Product Roadmap 2024

An overview of our 2024 product roadmap, highlighting the commitment to building on our foundation, new features, and new products, to continually improve our services to help you achieve your goals.

We are keen to hear your feedback to help continue to evolve the product, and feed into any roadmap items for 2025.

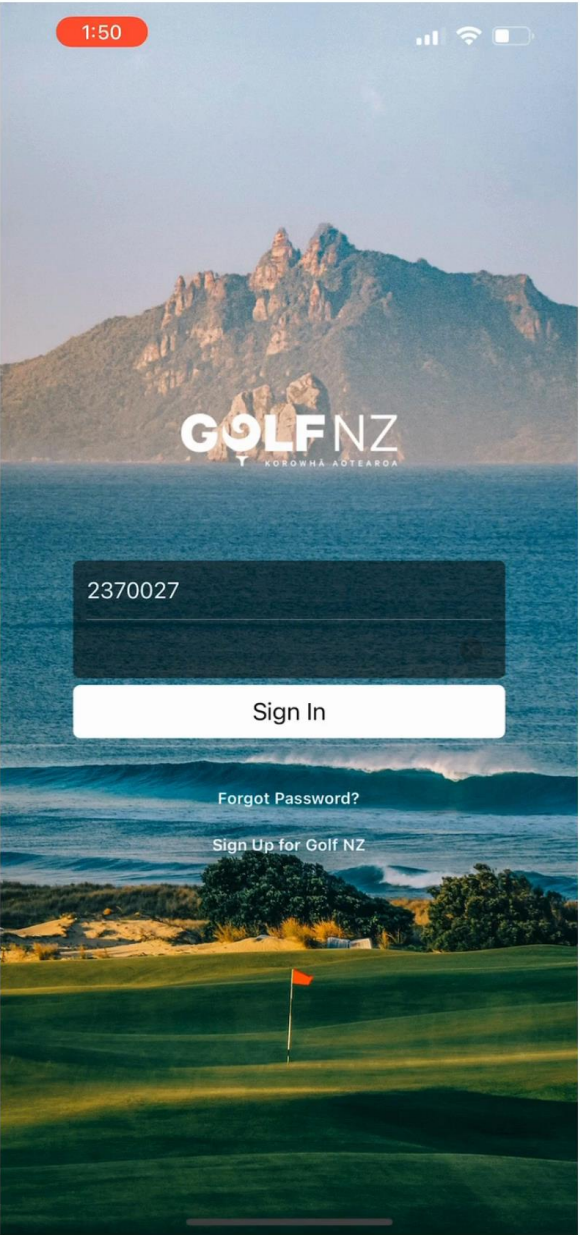


Customer Satisfaction

Tools and metrics to continuously monitor and improve member happiness.

- Immediate Feedback Post-Round
- Valuable Insights for Club Management
- Enhanced Member Engagement
- Data Driven Decision Making
- Increased Member Retention





Tee Booking

Tee Booking Display

- Eliminates confusion and provides golfers with real time information on upcoming tee times.
- Improves coordination and helps manage the flow of golfers and wait times.
- Staff can focus on other tasks rather than constantly updating golfers on their tee times.

7:19 AM

Royal Auckland Golf Course

30 May
Wednesday

Competitions for Today:

Tee Time

Tamaki/Grange

7:00 | 1

Grange/Middlemore

7:10 | 10

Middlemore/Tamaki

7:20 | 1

Middlemore/Tamaki

7:30 | 1

Grange/Middlemore

7:40 | 1

Tamaki/Grange

7:50 | 1

Smith, Matt

18

Murphy, Dean

9



Husselmann, David

18



Eagleson, Matthew

18

Rodolfo, Rob

18

Dula, Renei

9



Nguyen, Thiem

18



(Empty)

Funtelar, Rommel

9



Ylaya, Kenneth

9



(Empty)

(Empty)

Golf New Zealand Crew

18



Chailertvanitkul, Nikky

18



Stevens, Jason

9



Hagonoy, Bernardino

18



Zhao, Michelle

18

Brooks, Paul

18

Clayton, Jenna

9



Caadiang, Grace

18



Rajadurai, Lakshman

18

Interoperability

Play anywhere and submit anywhere in the world

- Use the Golf NZ App to submit scores from any course around the world.
- Scores are automatically included in your scoring history.
- No need for manual entry for club administrators and scores are updated in real time to maintain an accurate and complete record of golfing activity globally.

Club Competitions

Improved features for organising and managing competitions and an expanded range of formats.

- Zone draws: Easily organise competitors into specific zones enhancing the variety of competitions.
- Matchplay: Automated draw capabilities making setup and management easy.
- In-app leaderboards and competition results.

Corporate Management

Tailored solutions for corporate clients.

- Comprehensive tracking of corporate management usage ensuring clear visibility of who is using the membership and when.
- Define and manage different access levels for corporates, allowing for flexible use.
- Automated and personalised communications.
- Reporting to help clubs understand the financial impact and opportunities within this segment.

Enhanced reporting



No Show Report

- Monitor Tee Time Utilisation
- Improve member accountability
- Boost revenue

Aged Receivables Report

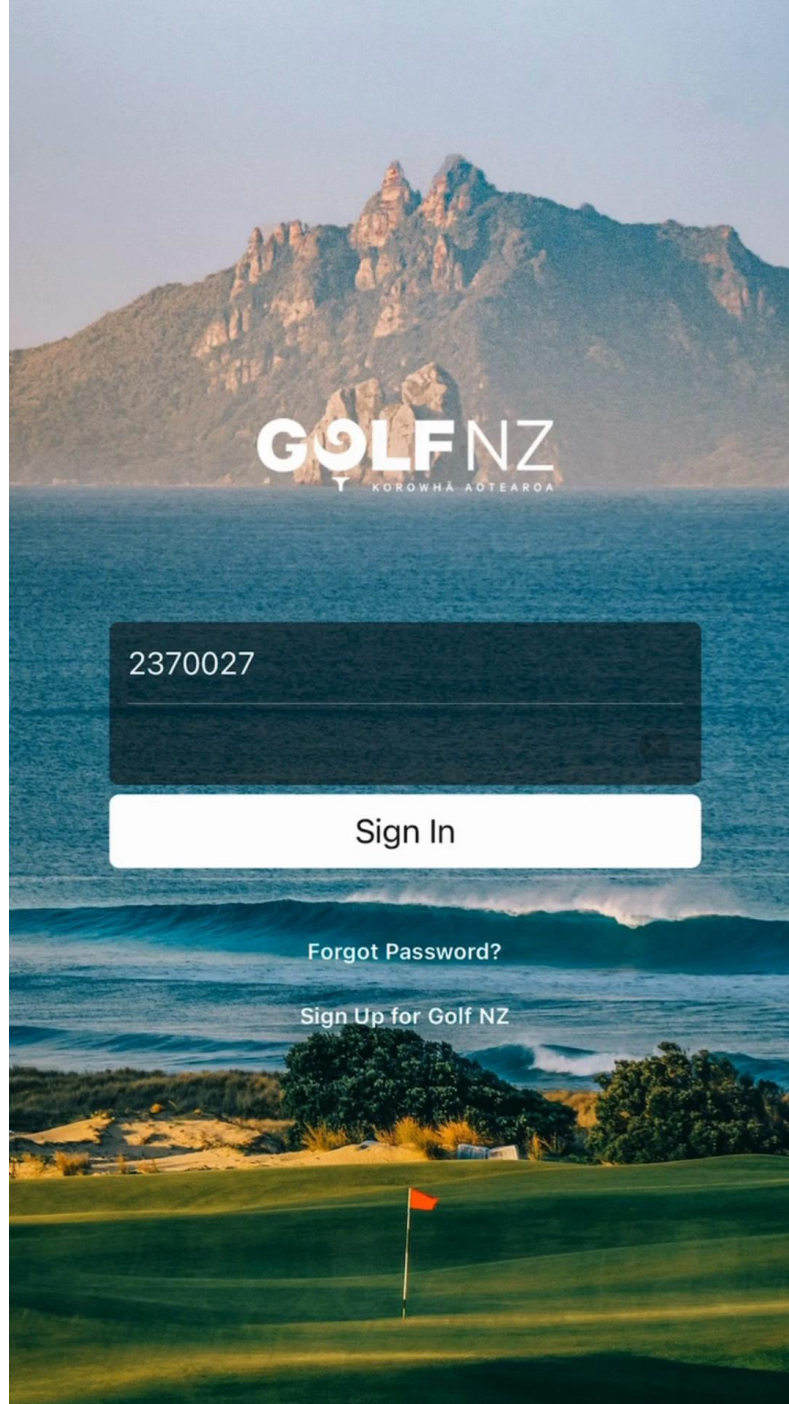
- Financial Health Monitoring
- Proactive Collections
- Strategic Planning

Player Stats

New feature for players to track performance

- Hole by hole score and performance statistics
- Club usage
- Fairways hit
- Approach to green
- Greens in regulation
- Scrambling
- Sand saves
- Number of putts

Performance dashboard that offers insights of all recorded stats, providing a comprehensive view of performance.



Participation Bookings

Enhanced bookings platform to help you grow.

- Create events that attract new members such as introductory sessions, beginner programmes for adults, juniors, women, families.
- Account creation for the player at registration means you can track journey of the player .
- Platform's ability to manage every aspect of event promotion, scheduling, booking and delivery.
 - Flexible programme structures.
 - Seamless payment integration.
 - Custom reports.

Member Management and Subscriptions

New features and enhancements

- Streamlined processes for managing subscriptions and memberships.



Communications Platform

New features and enhancements

- Scheduled emails in advance to ensure timely delivery.
- Celebrating milestones as players progress their golfing journey.
- Easy to use email builder to share stories to build community, and keep members informed and engaged.
- Seamless integration with all products
 - Competitions
 - Tee Booking
 - New members, etc



Communications

Communications

- We recognize there's room for improvement in our communication efforts and are committed to enhancing to making changes in how we connect with you.
- We plan to increase our focus on communications.
- Company updates, service and support statistics, insights and information, new product releases and customer case studies.
- Our new weekly drop ins are also a great opportunity to regularly connect with us on anything.



Final Messages

- **Local Focus:** As a proud New Zealand company, we are dedicated to increasing our focus on serving the golf community.
- **Your Voice Matters:** We value your feedback and ideas. Please reach out to share your thoughts with us.
- **Significant Investment:** We have invested significantly in our customer support team and systems to better serve you.
- **Exciting Developments:** Look forward to an exciting product development roadmap with innovative features and enhancements.
- **Thank you** for your ongoing support and partnership.



