

Keeping in Touch with Customer Feedback

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Heather Laude
Director of Communications

HamptonGolf
hamptongolfclubs.com

What was your business challenge?

Hampton Golf manages 22 municipal, semi-private and private Golf Clubs in the Southeast, along with residential communities, recreational facilities and more.

With literally thousands of residents and members to stay in contact with, we needed an easy, effective and efficient tool to collect opinions and suggestions from our clients' members and residents. Hampton Golf provides survey service to its clients, who each require multiple surveys per year covering everything from customer service to food and beverage service.

We needed a system that would allow us to start from the same baseline to save time, but still include means to customize the look, feel and content of each survey to each of our clients' needs. Also, reporting was incredibly important to us. We needed a web-based system that would allow our clients to access and export results easily and quickly.

Which WorldAPP product was used to meet your needs?

Key Survey.

What are the steps used to reproduce your scenario?

The Key Survey software allowed us to create general surveys for golf, food & beverage, events, customer service and more.

We set up a generic template with basic questions, which we then copy for each new survey and modify slightly based on each of our clients' needs.

The Key Survey system's ability to copy an entire survey AND specific questions from other surveys made it incredibly easy for us to offer custom survey solutions to our clients without taking up a lot of time.

Additionally, branding is important to our clients as well, so the fact that Key Survey allows custom CSS editing to manipulate the look and feel of the surveys is a big plus. We can match any survey to our clients' color scheme, logos and more.

Key Survey's reporting software also met all of our needs. The online-based report that updates in real-time allows us to send the report link to our clients as soon as their surveys go live.

Since the report page automatically updates every time a new person takes the survey, the requirement for us to constantly send new reports to our clients was eliminated.

We've even used Key Survey for fun contests - Members just go through and answer the trivia questions, provide us with their contact information and we use the reporting tool to determine the winners.

What was the result of using a WorldAPP product?

The result of using Key Survey is that all of our expectations and needs were met or exceeded. We are able to provide excellent survey services to our clients efficiently, without compromising quality.

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