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Proprietary Survey Tools Provided Gratis Through April 30, 2020

59CLUB PROVIDES COMPLIMENTARY SURVEY TOOLS, HELPING CLUBS IDENTIFY MEMBER NEEDS DURING CHALLENGING TIMES

STATHAM, Ga. – The North American division of customer service satisfaction and benchmarking firm 59club announced today they will offer complimentary use of their proprietary survey tools amid the current COVID-19 crisis. Golf clubs and other hospitality venues may use the survey tools to communicate directly to their membership and identify member and guest needs through May 31, 2020.

“Obviously, the tourism and hospitality industries have been greatly affected by the pandemic,” said Mike Kelly, managing partner 59club USA. “We want to help these clubs communicate with their members and guests so they can be best prepared to accommodate special circumstances until things get back to normal. We’re in this together. We want to do our part and help as much as we can.”

59club’s proprietary survey tools enable club managers to identify member and guest needs, strengthen customer retention and recognize a clear direction on ways to improve the overall experience at their respective clubs. 59club will provide specific COVID-19 survey templates as part of their complimentary offering of the survey tool. Managers and decision makers can use this service to pick and choose from pre-set questions already available within the platform, and/or choose to add custom questions of their own. The ability to gather data from one’s own members and make direct comparisons based on the current situation facing the industry will provide clarity and vision on a global scale when its needed most.

“These are extraordinary times. Many managers are trying to figure out if their club should remain open or what, if any, services should still be available,” said Simon Wordsworth, founder of 59club.

“Clubs themselves are navigating uncharted waters trying to determine what their members actually want or expect from their club. Relying only on substandard communication tools like social media and non-reply emails does a disservice to the club, its members and guests. We want our friends and colleagues in the tourism and hospitality industries to have everything they need to weather this storm.”

[Click here to sign up for complimentary survey tools.](#)

About 59Club USA

59club USA is specifically designed to elevate sales and service standards. 59club USA provides mystery Shopper Audits, Customer Satisfaction Surveys, and Training Services, empowering venue managers to analyze their entire visitor and member experience, enabling them to set targets, monitor performance

and ultimately make informed decisions to enhance their guest services. To learn more about 59club USA, visit <https://www.59clubusa.com/>.