KPI Golf

Secret Shopper – Check List

Club Name _____

Address _____

Date _____

1. **Tee Time Acquisition—**By phone to Golf Shop

   Was it efficient and easy? Yes ☐ No ☐

   Comments/Recommendations: _____

   _____

2. **Front Gate Access and Experience:**

   With a tee time _____

   As a single, without a tee time, as a potential member _____

   Comments/Recommendations: _____

   _____

3. **Parking Lot Ease of Access:**

   Was there adequate directional signage? Yes ☐ No ☐

   Was it clean and orderly? Yes ☐ No ☐

   Comments/Recommendations: _____

   _____

4. **Bag Drop:**

   Was it easy to find and use? Yes ☐ No ☐

   Was it clean and orderly? Yes ☐ No ☐

   Was it attended or have a button to call? Yes ☐ No ☐

   Comments/Recommendations: _____

_____

5. Outside Service Attendant:

Were you greeted? Yes ☐ No ☐

Was the attendant efficient? Yes ☐ No ☐

Comments/Recommendations: _____

_____

6. Pro Shop Staff:

Were you greeted? Yes ☐ No ☐

Was the check-in process easy? Yes ☐ No ☐

Was the shop orderly, with eye-catching displays? Yes ☐ No ☐

Did the shop attendant have adequate merchandise, golf and course knowledge? Yes □ No □

Comments/Recommendations: _____

_____

7. Golf Cart Staging Area:

Was it close to check-in area? Yes ☐ No ☐

Were your clubs set up on the cart? Yes ☐ No ☐

Did the cart have adequate divot sand? Yes ☐ No ☐

Was the attendant helpful? Yes ☐ No ☐

Was the attendant professionally attired? Yes ☐ No ☐

Was the cart clean inside and out? Yes ☐ No ☐

Comments/Recommendations: _____

_____

8. Starter:

Was the starter pleasant, knowledgeable and efficient? Yes ☐ No ☐

Comments: _____

_____

9. Pact of Play:

Was tee time on time? Yes ☐ No ☐

How many players were in your group? 1 2 3 4

Was a ranger present on the course? Yes ☐ No ☐

Did the ranger speak to your group? Yes ☐ No ☐

Comments/Recommendations: _____

_____

10. Course Conditions:

Were the boxes mowed? Yes ☐ No ☐

Were the markers placed on a level lie? Yes ☐ No ☐

Please rate the condition of the tee boxes: 1 2 3 4 5 6 7 8 9 10

Were the fairways mowed? Yes ☐ No ☐

Was there an apparent divot filling program? Yes ☐ No ☐

Please rate the fairway conditions: 1 2 3 4 5 6 7 8 9 10

Were the bunkers raked? Yes ☐ No ☐

Were there adequate rakes in the bunkers or on the cart? Yes ☐ No ☐

Were the bunkers edged? Yes ☐ No ☐

Was there adequate quality sand in the bunker? Yes ☐ No ☐

Please rate the condition of the bunkers: 1 2 3 4 5 6 7 8 9 10

Were the greens mowed? Yes ☐ No ☐

Were the greens rolling freely? Yes ☐ No ☐

Were the greens mostly weed-free? Yes ☐ No ☐

Please rate the condition of the grass: 1 2 3 4 5 6 7 8 9 10

Comments/Recommendations: _____

_____

11. Condition of Driving Range:

Please rate the tee box hitting area: 1 2 3 4 5 6 7 8 9 10

Were the range balls clean? Yes ☐ No ☐

Were the range balls in good condition? Yes ☐ No ☐

Comments/Recommendations: _____

_____

12. Putting Green Condition:

Please rate the Putting Green condition: 1 2 3 4 5 6 7 8 9 10

Approximate stimpmeter speed: _____

Did putting speed match the course greens? Yes ☐ No ☐

Comments/Recommendations: _____

_____

13. PGA Golf Professional:

Was the Professional hospitable? Yes ☐ No ☐

Was it easy and welcoming to book a lesson? Yes ☐ No ☐

Comments/Recommendations: _____

_____

14. Membership Sales:

Was the process professional? Yes ☐ No ☐

Was it easy to get information? Yes ☐ No ☐

Was the information collateral professionally done and easy to follow?

Yes ☐ No ☐

Comments/Recommendations: _____

_____

15. Food and Beverage:

Was there a beverage cart? Yes ☐ No ☐

Was the cart attendant interested in doing a good job? Yes ☐ No ☐

Were there adequate offerings on the lunch menu? Yes ☐ No ☐

Were they priced fairly? Yes ☐ No ☐

Was the food served hot? Yes ☐ No ☐

Was it easy to pay in all areas? Yes ☐ No ☐

Was the service good? Yes ☐ No ☐

Comments/Recommendations: _____

_____

16. Corporate or Charity Event Outing:

Was it easy to get information? Yes ☐ No ☐

Was there professionally done collateral? Yes ☐ No ☐

Was it seamless between golf and food and beverage? Yes ☐ No ☐

Was someone interested in securing your outing business? Yes ☐ No ☐

Comments/Recommendations: _____

_____

17. Overall Experience Grade:

Please rate your overall experience: 1 2 3 4 5 6 7 8 9 10

Comments/Recommendations: _____

_____