

Customer Service

Why do we need customer service?

- keep what we worked so hard to get
- happy, satisfied, involved members
- MAKE MORE MONEY!

- 1. **CONVENIENT & ACCESSIBLE PROGRAMS**
- 2. SUPERIOR PLAYING CONDITIONS
- 3. PROGRESSIVE ADULT INSTRUCTION
- 4. FIRST CONTACT / EVERY DAY CONTACT

The KEYS to Superior Customer Service 1. CONVENIENT & ACCESSIBLE PROGRAMS

CURLING STRUCTURE
SOCIAL
TRIAL OPPORTUNITIES
COMMUNICATION

STRUCTURE

- PLAYING OPTIONS
- LENGTH OF GAMES
- GAME TIMES
- PAYMENT OPTIONS
- OTHERS??????

SOCIAL

- BONSPIELS
- FUN EVENTS
- INTER-CLUB

Keys to superior customer service

4 & Dine?

Drop-in curling?

Friendship leagues?

Curling 101? (when?)



Keys to superior customer service

Payment Options



Keys to superior customer service

Friendlies

In-house stuff

Bonspiels

Travelers















FUN STUFF









Curling & Craft Beer

FUN STUFF



Pittsburgh

Hogs & Hoppers

Guelph Curling Club Presents:



A beginner bonspiel teaturing:

2 x 6 end games, skills competition, lunch, munchies and prizes!

Rookies only please!

\$40 per person - Payable at the Curling Club Bar Saturday January 16 2015

Beginning at 9:00am

For more information or to reserve your spot contact

Jane Parmley at jparmley@uoguelph.ca Amy Labonte at labonte.amy@gmail.com

> The Guelph Curling Club 519 822 6171

curling@guelphcurlingclub.com

Want To Improve Your Game?



Three Draws Available, **Two 4-End Games**

- 30 minutes of practice/lessons available at 9:30am
- Coaches helping players/teams during games

Plus:

- Snacks provided after your second game
- Prizes for winning teams on each draw
- Draw to the button contest
- Kitchen and Bar open throughout the day

Draw 1: 10am & 1:15pm Draw 2: 11am & 2:15pm Draw 3: 12pm & 3:30pm

Register early as spots are limited

To register email: adarnley@rocksolidproductions.ca
Royals Curling Club, 131 Broadview Ave., Toronto, ON
Cost is \$140 per team (4 players) taxes included

*We will try to accommodate as many draw requests as possible



TRIAL OPPORTUNITIES

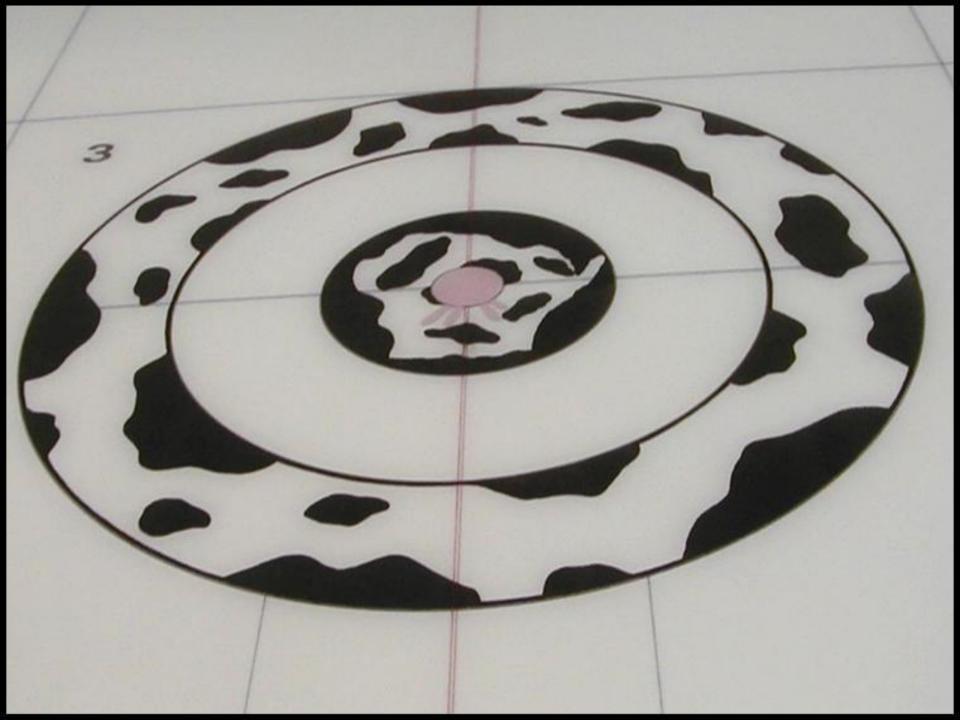
- TEST DRIVE CURLING 101
- MONEY-BACK GUARANTEE
- WRAP-AROUND
- LEAP-FROG

COMMUNICATION

- FACEBOOK
- E-MAIL
- NEWSLETTERS

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- 2. SUPERIOR PLAYING CONDITIONS
- 3. PROGRESSIVE ADULT INSTRUCTION
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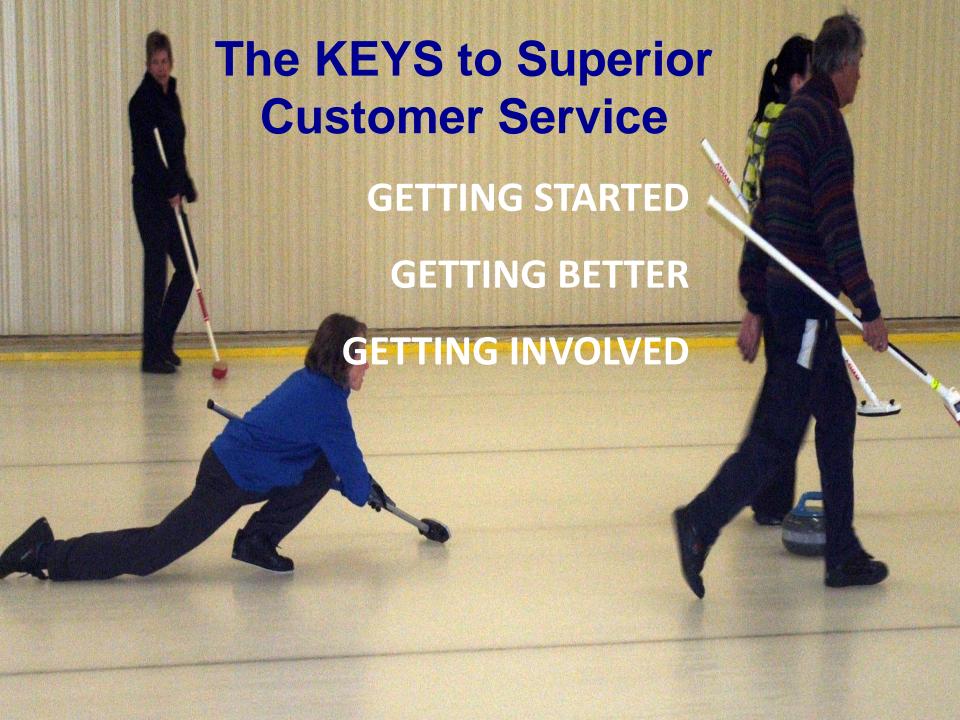
Clean, non-technical tips

- Backboards
- Sideboards
- Viewing glass
- Equipment
- Behind the hacks
- Side walls
- Stones
- Rental brooms





- 1. CONVENIENT & ACCESSIBLE PROGRAMS
- 2. SUPERIOR PLAYING CONDITIONS
- 3. PROGRESSIVE ADULT INSTRUCTION
- 4. SUPERIOR CUSTOMER SERVICE



ADULT LEARN-TO-CURL





Paris, ONT





All interested beginner Curlers Welcome!

Bring a friend; Bring a Spouse - Play as a team or individual

SUNDAYS @ 7pm November 17th, 2013 - January 19th, 2014 (No curling December 22 & 29)

Friends + Exercise + Prizes = FUN!

Social time always follows a Curling game in our upstairs lounge

\$110/person (prizes included)

No experience necessary **Equipment & Lessons Provided**

For more information contact Bob Kelsey at bob.kelsey059@sympatico.ca





ottawacurlingclub



- TWO YEARS EXPERIENCE OR LESS
- TEAM ENTRY ONLY (FOUR PLAYERS)
- Two 5 END GAMES
- ROAST BEEF DINNER
- FAMOUS OCC ICE CREAM BUFFET
- HOT SHOT CONTEST W/PRIZES
- CASH WINNINGS FOR EVERY END OF PLAY
- TRIVIA CONTEST
- DOOR PRIZES
- CHAMPIONS TROPHY

\$30 per player

only four player teams accepted

Attention all Curlers!

You never know who you'll bump into.





CONTACT

MANAGER@OTTAWACURLINGCLUB.COM

613.234.4119

OTTAWACURLINGCLUB.COM

- 1. CONVENIENT & ACCESSIBLE PROGRAMS
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FIRST CONTACT & EVERY DAY CONTACT

- 1. CLEAN
- 2. CREATIVE
- 3. WARM, FRIENDLY AND WELCOMING
- 4. TECHNOLOGY & SOCIAL MEDIA
- 5. RESPONSIVE

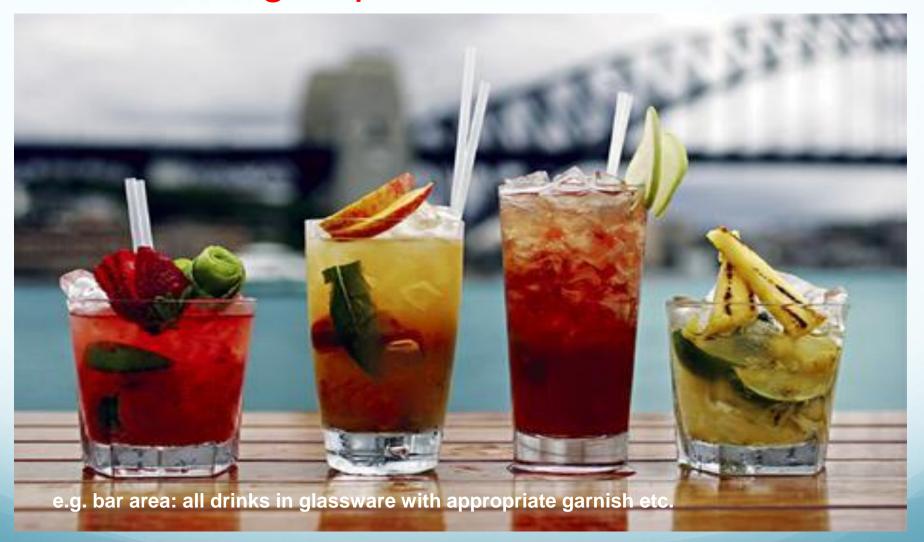


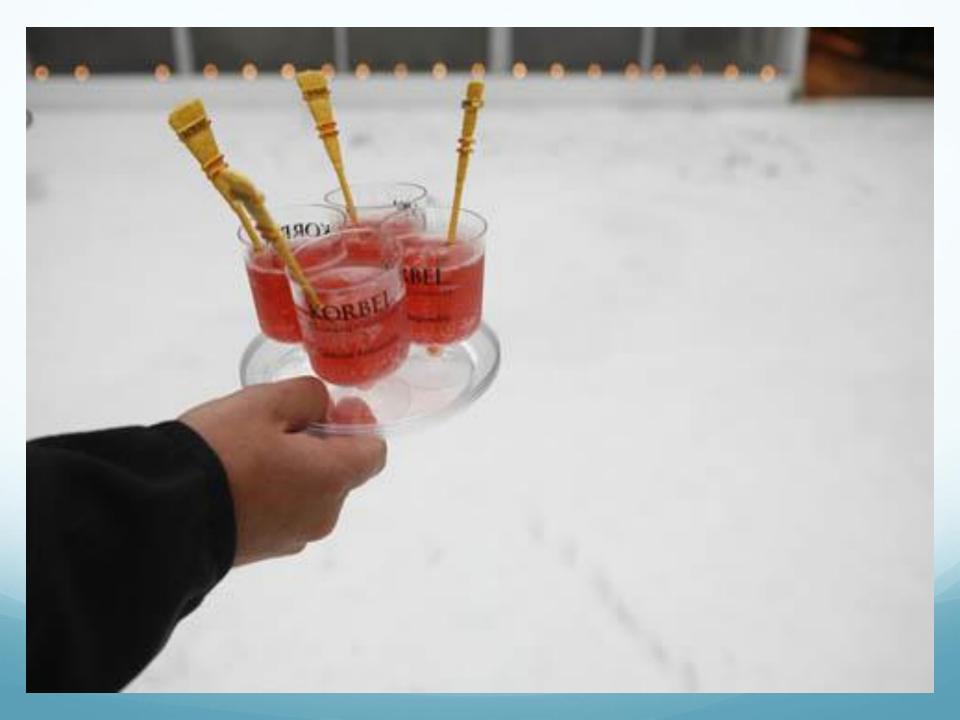


Delivering Superior Customer Service



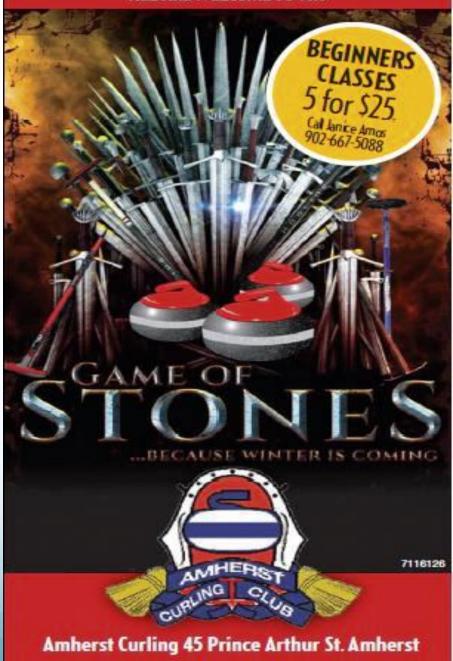
Delivering Superior Customer Service







OPEN HOUSE • OCT 27-30 AT 7PM ALL ARE WELCOME TO TRY





Attention all Curlers!

New Members \$9900 Second Year \$145⁰⁰ Full Members \$195⁰⁰

Registration is on October 6, and on October 12, from 6:30 – 9 p.m. at the Sackville Curling Club, 22 Lansdowne Street, Sackville.



Sackville Curling Club

22 Lansdowne Street, Sackville New Brunswick

HUBBY HABDIN

RECEISTER FOR CURLING!!

mentelle net

Wine On Ice



NORFOLK CURLING CLUB Wine Tasting Fundraiser

Saturday, November 8th, 2014 | 4:00PM - 7:00PM

- · Discover new varietals in a unique setting
- · Sample fine hors d'oeuvres
- · Experience live exhibition curling
- · Enter to win a private curling clinic for eight people

TO PURCHASE TICKETS:

Contact any Curling Club member, Caryn (860-922-2057)
or via paypal at www.NorfolkCurlingClub.org
\$25 per person advanced | \$30 per person at the door

Join us for the festivities and help us remain "Back on the Ice"!



Norfolk Curling Club
70 Golf Drive, Norfolk CT
NORFOLKCURLINGCLUB.ORG



You never know who you'll bump into.

Curling is a social sport. On and off the ice, it offers a great opportunity to meet old friends and make new ones. It's the perfect winter ice-breaker. So whether you've just tried a take-out or blanked an end, one thing's for sure — the competition is always fun, first-rate and friendly.

CURLING. GIVE IT A SHOT!

















PEMBROKE

CURLING CENTRE





Delivering Superior Customer Service

What is being the ultimate host?

- Daring to be different WOW!!!
- Knowing your customer
- Listen
- Have Fun!

CHANGE

EIGHT STEPS TO CHANGE THE CURLING WORLD!

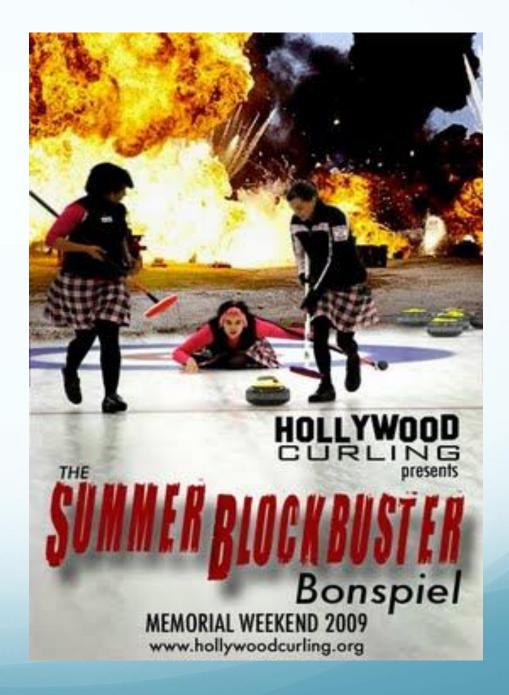
NUMBER 1: Thank a volunteer. Enough said.



NUMBER 2

Take YOUR team and play in a bonspiel!

- Nothing more enjoyable
- Thank the ice-maker & eat the homemade cooking.
- If there is a theme, play along.
- Sit with your opponents after the game (see #8).
- Send an e-mail to the committee thanking them (see #1).



NUMBER 3 - Introduce a kid to curling.

Son, daughter, nephew, niece, grand-kids, neighbour's kids, take them curling! Show them how and then let them have fun!



NUMBER 4: Take the family curling!!! When your family gets together, take everyone curling.



NUMBER 5

Convince your office to go curling.

- No weather worries, lots of ice time
- Good pricing
- If your office is too small, challenge others in a 'small business' spiel
- If you are a member of another organization convince them to curl (Elks Club?)
- Rent the ice, throw some rocks and enjoy the hospitality of the club!

NUMBER 6 - Play in a competitive event

Each province/territory has events - including those leading to national championships - where you can test your skills and the fun of playing under pressure. You may not win but you can boast you played for a provincial / national title. You can't do that in most other sports.



7

Don't fall asleep!

Stay in the game!

Play 8 ends in 2 hours by being ready for your shot.

www.ontcurl.com • 1-877-668-2875 • information@ontcurl.com

It's not whether you win or lose, it's where you stay after the game.

Best Western* is proud to be the Official Hotel of the Ontario Curling Association Join Best Western Rewards*, our free rewards program, to earn points toward free riights at Best Western hotels worldwide

bestwesternontario.com/curling







"Thinking Time" is now used at OCA Events. How much time do you have to play a game?



Curling - with every game played,



THE ORIGINAL

Ottawa Valley Curling Association