

Membership Survey

All of our web-based membership surveys are tailor-made and developed in partnership with our clients. RCS will deliver a custom survey link complete with your club's branding and questions specific to your club according to pre-defined objectives.

Our surveys identify hidden opportunities within your operation and uncover customer usage patterns, expectations, and desires — essential knowledge in managing a club capable of responding to and attracting the new generation of customers and members.

There are four basic steps in the RCS member/customer survey process:

1. SURVEY PREPARATION

The survey is crafted and tested in close collaboration with club management, with a clear understanding of objectives, core club values, and member characteristics.

2. MEMBER COMMUNICATION

RCS lays the groundwork for the survey by drafting your initial communication with your members/customers, assuring them of confidentiality, and spelling out the survey's objectives. At the end of the process, a summary of findings is prepared to maintain transparency and to build awareness of the club's goals of enhancing the customer experience.

3. SURVEY EXECUTION

Our surveys use a combination of email communication and web-based response mechanisms, and generally remain live for two weeks.

4. THE FINAL REPORT

Your final report includes an assessment of overall satisfaction and engagement with cross-tabulation by gender, age, and usage frequency; identifies dining behaviors and service expectations; offers a detailed snapshot of your members'/customers' demographic characteristics; and provides recommendations that serve as a roadmap for your club's future growth.

FINAL REPORT DELIVERABLES:

- ✓ Executive Summary and Consolidated Key Results
- ✓ Original Objectives and Research Methodology
- ✓ Summary of Findings by Section with Associated Graphical Materials
- ✓ Conclusion and Recommendations by RCS
- ✓ Written Responses to Open-Ended Questions and Comments