

WEBINAR

The Operator Revenue Playbook for 2026

AI, Pre-Pay, and the Data Insights Actually
Moving Golf Course Revenue

April 16, 2026 | 10:00 AM PT | Live Webinar

AGENDA

01 Panel Introduction

Industry thought leaders and leading operators

02 Online Only, Pre-Pay & Booking Fees

The friction vs. revenue tradeoff. Scot (LGM) and Lee (CC) share portfolio-level insights.

03 AI in Golf Operations

What AI tools are courses actually using today? Where is it delivering measurable ROI?

04 Data & Analytics: The Data Your Tee Sheet Is Hiding

The demand and revenue signals most operators are missing.

05 Q&A

Audience questions



PANEL INTRODUCTION



Lee Finkel

VP of Finance, CourseCo



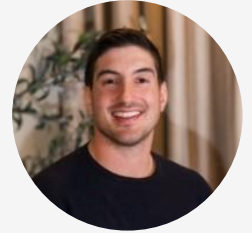
Scot Wellman

VP of Sales & Marketing,
Landscapes Golf Management



Ross Liggett

Founder, Metolius Golf



Jake Gordon

Co-Founder & CEO,
Noteefy



Playbook 1

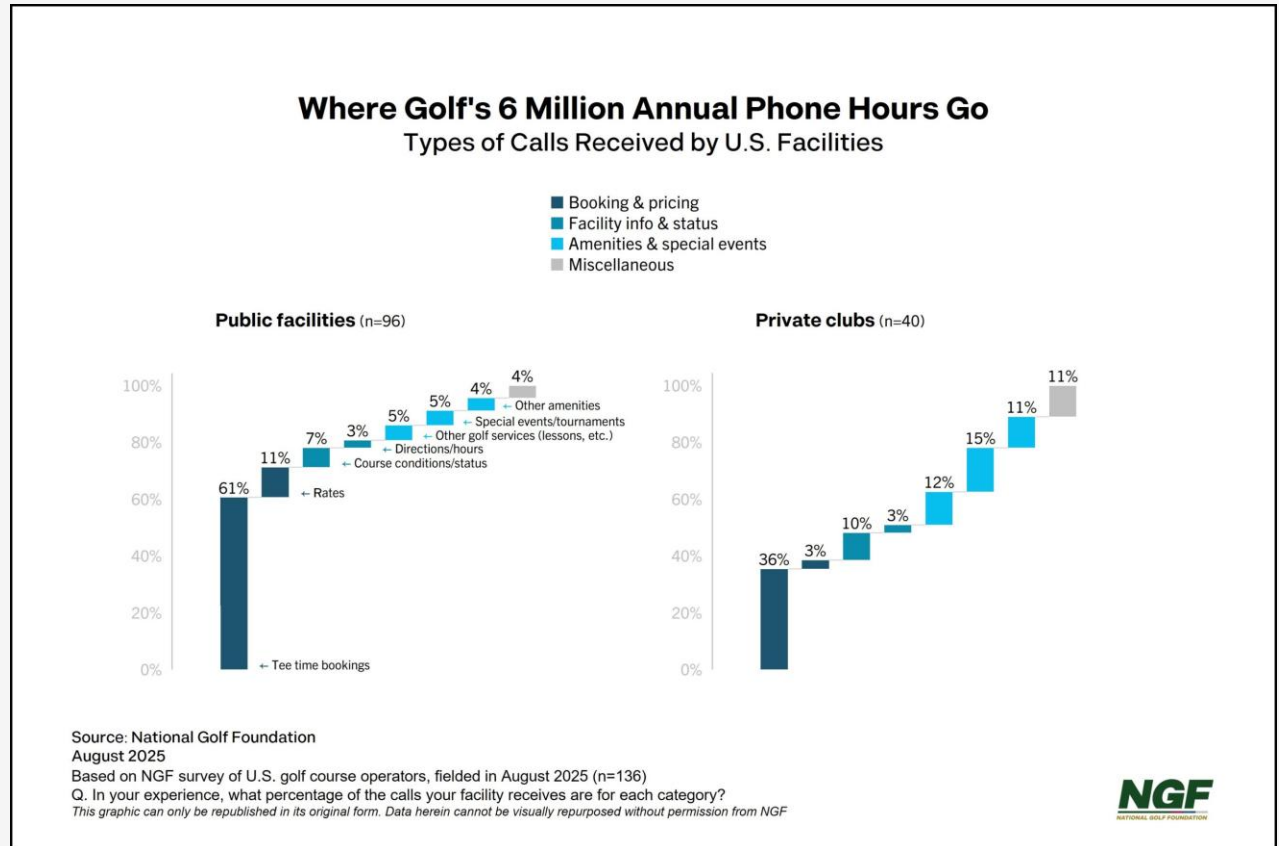
The Future of Booking Golf: Online Only, Pre-Pay & Booking Fees

The friction vs. revenue tradeoff.



Pro Shops Receive Over 6 Million Calls / Year, Costing \$100 Million in Labor Time

“Seventy percent of operators agree that phone calls consume staff time better deployed elsewhere.”
 - NGF



Phone Calls Compound the No Show Problem Due to Lack of Commitment and Accountability



\$14 billion in green fee revenue collected by public courses in the US (NGF)



\$1.2 billion in lost Green Fee Revenue using 8.63% no show rate (Metolius)



Average course generates an additional \$54k in ancillary revenue, or \$18.85 per round (NGF & Noteefy)



10% of no shows are due to unplayable weather conditions (Metolius)

\$1.65
BILLION
Industry Lost Tee Time Revenue

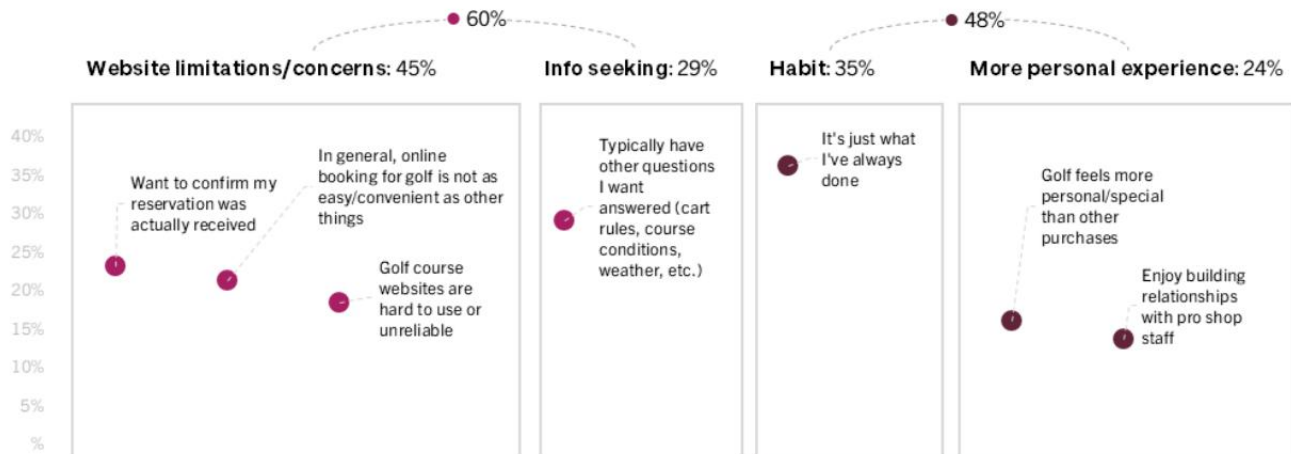
\$142K PER COURSE

Most of the Reason for High Call Volume in Golf is Poor User Experience and Habit

System shortcomings and behavioral inertia share blame for phone dependency

Drivers of Phone Dependency, As Stated by U.S. Core Golfers

- Operator system shortcomings
- Consumer behavioral inertia



The majority of golfers admit they could have accomplished what they needed – at least for some of their calls – without ever picking up the phone. 20% confessed that 'most of the time' their calls weren't necessary at all.

Source: National Golf Foundation

Based on NGF survey of U.S. Core golfers, fielded in August 2025 (n=406)

Q. Looks like you tend to book certain things online, but still use the phone (to a certain extent, at least) for golf tee times. What makes golf different?

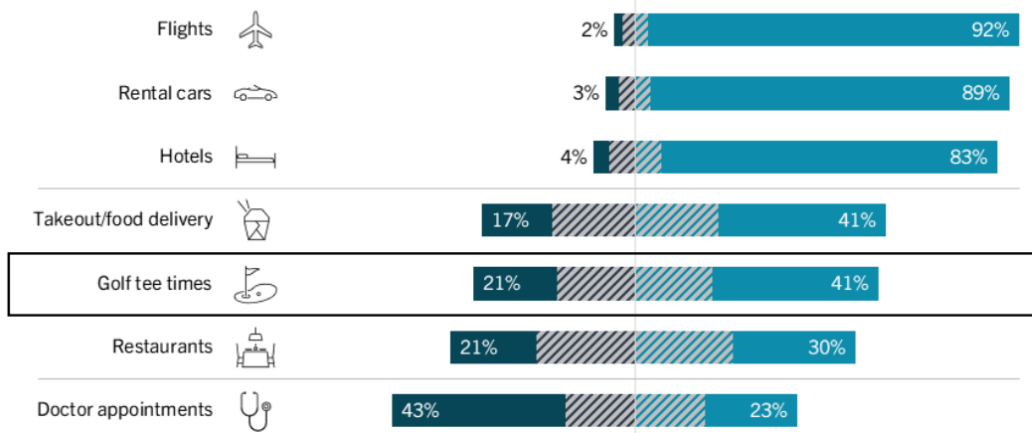
Q. In these instances, how often do you think you could have accomplished what you needed without calling?

Golf is Behind Other Leisure Industries on Booking Online vs On Phone

Golf books like restaurants and food takeout, not travel

How Golfers Book Services, Online vs. Phone

- Exclusively or mostly by phone
- ▨ Mix of both
- Exclusively or mostly online



Is this the future?

Source: National Golf Foundation
Based on NGF survey of U.S. Core golfers, fielded in August 2025 (n=406)
Q. For each of the following, how do you typically make reservations/bookings or place orders?

Learning from Non-Golf: Online Booking Strategy

Golf is arriving where other leisure industries have been for years—modern online booking and AI are now the standard.



Airlines

Online booking deflects 80%+ of call volume. Non-refundable prepaid fares lock in revenue; phone reserved for premium rebooking.



Hotels

OTA booking handles bulk volume. Prepaid rates at 10–25% discount lock in occupancy; phone calls routed to upsell, not book.



Restaurants

OpenTable absorbs volume 24/7 with prepaid deposits that curb no-shows. Phone calls drop; staff freed for guest experience.



Movie Theaters

App booking with full prepay eliminated phone lines entirely. Revenue collected before showtime; zero staff needed for ticket calls.

The pattern: online booking + prepay captures revenue upfront, AI absorbs volume, phone shifts to high-value conversations.

Playbook 1: Online Only in 2026?



Case Study: Pacific Springs GC

"We were taking hundreds of calls a day. It just wasn't sustainable, and golfers were frustrated. We had to change the way we operated."

— Todd Anderson

Post-COVID Operational Challenges:

- The phone never stopped ringing.
- Tee times disappeared instantly.
- Staff worked the counter with one hand and a phone with the other.
- Walk-ins collided with call-ins.
- No-shows soared because people were booking "just in case."
- The golfer experience became unpredictable and sometimes chaotic.

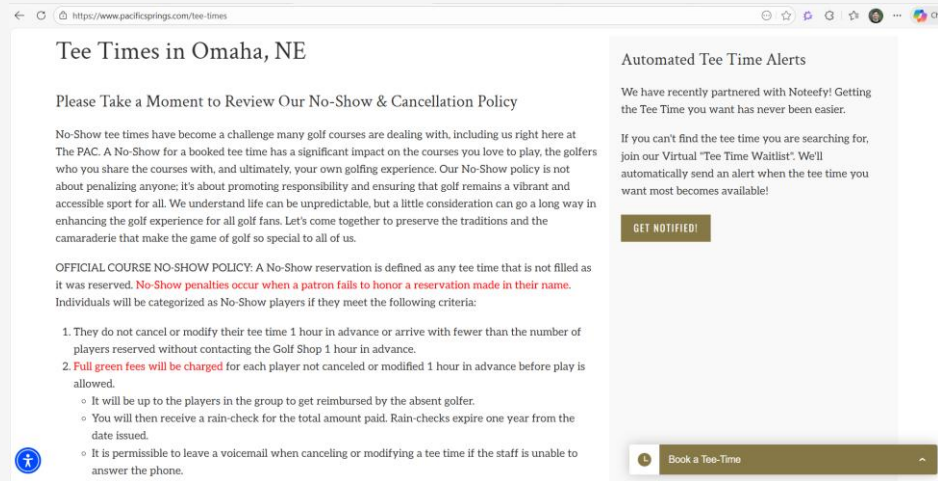


The Changes Made: Online Only Bookings

"Every time we removed a phone call from the process, things got smoother. Since going online only, our phone volume is down 100%. It's unbelievable." — Todd Anderson

Changes:

1. Mandated credit card for every reservation
2. Eliminated phone booking entirely
3. Implemented 1-year rain check for no-shows
4. Deployed automated pre-confirmation alerts
5. Educated golfers through all channels



The screenshot shows a web browser displaying the Pacific Springs Golf Course website. The page title is "Tee Times in Omaha, NE". The main content area includes a section titled "Please Take a Moment to Review Our No-Show & Cancellation Policy" with a detailed explanation of the policy and a list of criteria for no-shows. To the right, there is a sidebar titled "Automated Tee Time Alerts" with a "GET NOTIFIED!" button. At the bottom right, there is a "Book a Tee-Time" button.

Tee Times in Omaha, NE

Please Take a Moment to Review Our No-Show & Cancellation Policy

No-Show tee times have become a challenge many golf courses are dealing with, including us right here at The PAC. A No-Show for a booked tee time has a significant impact on the courses you love to play, the golfers who you share the courses with, and ultimately, your own golfing experience. Our No-Show policy is not about penalizing anyone; it's about promoting responsibility and ensuring that golf remains a vibrant and accessible sport for all. We understand life can be unpredictable, but a little consideration can go a long way in enhancing the golf experience for all golf fans. Let's come together to preserve the traditions and the camaraderie that make the game of golf so special to all of us.

OFFICIAL COURSE NO-SHOW POLICY: A No-Show reservation is defined as any tee time that is not filled as it was reserved. **No-Show penalties occur when a patron fails to honor a reservation made in their name.** Individuals will be categorized as No-Show players if they meet the following criteria:

1. They do not cancel or modify their tee time 1 hour in advance or arrive with fewer than the number of players reserved without contacting the Golf Shop 1 hour in advance.
2. Full green fees will be charged for each player not canceled or modified 1 hour in advance before play is allowed.
 - It will be up to the players in the group to get reimbursed by the absent golfer.
 - You will then receive a rain-check for the total amount paid. Rain-checks expire one year from the date issued.
 - It is permissible to leave a voicemail when canceling or modifying a tee time if the staff is unable to answer the phone.

Automated Tee Time Alerts

We have recently partnered with Noteefy! Getting the Tee Time you want has never been easier.

If you can't find the tee time you are searching for, join our Virtual "Tee Time Waitlist". We'll automatically send an alert when the tee time you want most becomes available!

GET NOTIFIED!

Book a Tee-Time

The Results: Online Only Bookings



Pacific Springs GC

100%

Drop in phone call volume

11.6%

Revenue increase over prior year
(with worse weather)

60%

Reduction in no-shows

Additional Outcomes:

- Database and contact information accuracy increased
- Staff stress plummeted
- Golfer experience improved: online booking is faster and more accurate, and more time could be given in person

Pacific Springs Winning LGM Innovator of the Year



Landscapes Golf Management

2,729 followers

2w • 🌐



Great operations improve performance. Innovation pushes it even further.

At the 2026 LGM Leadership Summit in Orlando, Pacific Springs, represented by Todd Anderson, was recognized as the 2025 Innovator of the Year.

The team took a bold approach to tee time management, moving fully to online reservations and implementing new policies and technologies that improved efficiency and unlocked new revenue opportunities.

The result: more than 49,000 rounds played and a significant growth in new revenue.

A strong example of creative thinking paired with operational discipline.

[#LGM](#) [#GolfManagement](#)



Deposits and Pre-Pay: When Is Right?

LA County | 34 Municipal Courses

Defensive Play: Combat Brokering

- \$10 non-refundable deposit per player, per round
- Additional \$10 fee for cancellation within 48 hours
- Applies to all 34 courses, 7 days a week

Impact: Brokering & cancellations collapsed. Skeptical golfers became advocates once they could actually book

- Rounds booked & cancelled on the web:
 - 2023: 117,389 / 2024: 7,238
 - A decrease in cancellation of **94%**
- Rounds booked on web & cancelled by staff and/or call center:
 - 2023: 17,873 / 2024: 7,693
 - A decrease in cancellations of **57%**
- Golfer Profiles with 60+ cancellations:
 - 2023: 48 / 2024: ZERO!
 - A decrease in cancellations of **100%**
- Golfer profiles with 10+ cancellations:
 - 2023: 1,486 / 2024: 33
 - A decrease in cancellations of **98%**

Rustic Canyon | Moorpark, CA

Offensive Play: Customer Segmentation

- 15-28 day window: Online prepay at premium rate (\$20 non-refundable fee baked in)
- 1-14 day window: Standard rate, credit card hold
- Planners pay more for certainty. Spontaneous golfers book closer in at base rate.

Impact: Incremental revenue capture + early demand visibility. Both segments get what they want.

Greens Fee Rates (Days In Advance)	Prime Time (1-14)	Twilight Times (1-14)	Super Twilight (1-14)	Advanced Prime (15-28)	Advanced Twilight (15-28)	Advanced Super Twilight (15-28)
				PRICE INCLUDES \$20 NON REFUNDABLE BOOKING FEE	PRICE INCLUDES \$10 NON REFUNDABLE BOOKING FEE	PRICE INCLUDES \$10 NON REFUNDABLE BOOKING FEE
Monday - Thursday	\$65	\$45	\$30	\$85	\$55	\$40
Friday, Saturday, Sunday, Holidays	\$90	\$55	\$35	\$110	\$65	\$45
Senior (Monday-Thursday, Non Holidays) With Rustic Canyon Senior Card	\$45	\$40	\$30	\$85	\$55	\$40
Senior (Monday-Thursday, Non Holidays) 60+ without card	\$49	\$40	\$30	\$85	\$55	\$40
Junior - 17 and under Mon-Thurs, Non-holiday	\$34	\$24	\$24	\$85	\$55	\$40

Deposits and Pre-Pay: When Is Right?

The screenshot displays the Noteefy Links website interface. A central modal titled "Payment" is open, showing details for an 08:10 AM tee time on Friday, May 1, 2026. The modal includes a "Tee Time Details" section with a photo of a golf course, a price of \$55, and specifications for an Executive Course, 2 players, 9 holes, and an optional cart. Below this, a breakdown of fees is shown: Greens Fees (x2) at \$110.00 and Convenience Fee (x2) at \$3.00, totaling \$113.00. A "PREPAYMENT" section lists a Reservation Deposit (X2) of \$40.00 and a Convenience Fee (X2) of \$3.00. At the bottom of the modal are "Cancel" and "Book Tee Time" buttons. The background shows a grid of available tee times for various courses and player counts, with a "Book" button for each. A navigation bar at the top includes "MY BOOKINGS", "WAITLIST SEARCHES", "MY GROUPS", and a user profile icon. A sidebar on the left provides filters for "Today", "Group Size", "Number of Holes", "Courses", and "Tee Time". A small "AI Pro Shop Assistant" chat bubble is visible in the bottom right corner of the page.

NOTEEFY Links

13823 Sutton Park Drive, Jacksonville, FL 32224
(455) 555-1234

Today

Group Size

Number of Holes

Courses

Tee Time

Fri, May 1, 2026

07:30 AM \$30-
Championship Course
3 Players
9 or 18 Holes
Cart Optional
Book

08:10 AM \$30-
Executive Course
2 Players
9 Holes
Cart Optional
Book

09:10 AM \$30-
Championship Course
Book

08:10 AM \$55
Executive Course
2 Players
9 Holes
Cart Optional

Greens Fees (x2) \$110.00
Convenience Fee (x2) \$3.00
Total \$113.00

PREPAYMENT
Reservation Deposit (X2) \$40.00
Convenience Fee (X2) \$3.00

Cancel Book Tee Time

07:50 AM \$30-\$95
Championship Course
4 Players
9 or 18 Holes
Cart Optional
Book

08:00 AM \$30-\$55
Executive Course
2 Players
9 Holes
Cart Optional
Book

08:50 AM \$30-\$95
Championship Course
1 Player
9 or 18 Holes
Cart Optional
Book

09:00 AM \$30-\$95
Championship Course
4 Players
9 or 18 Holes
Cart Optional
Book

09:30 AM \$30-\$95
Championship Course
Book

09:50 AM \$30-
Executive Course
Book

Don't see your desired tee time? [Join the Waitlist](#)

AI Pro Shop Assistant Ready to Help



Playbook 2

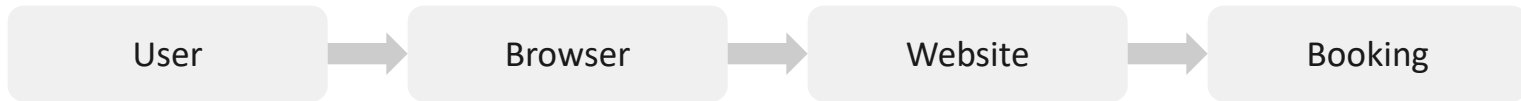
AI in Golf Operations

Where is it working today?

The Rise of Agentic AI

AI isn't just answering questions anymore — it's booking tee times.

Today



Tomorrow



AI agents know a golfer's preferences, group, budget, and schedule. They find availability, book, and confirm — **without the golfer ever visiting your website.**

ChatGPT (Atlas), Perplexity (Comet), and others launched agentic browsers in 2025.

How Golfers Find You Is Changing

AI-powered search is replacing clicks with direct answers — and your website traffic will feel it first.

The Old Model

Google indexed websites and returned a list of links. Golfers clicked through, compared options, and booked. SEO + SEM drove traffic.

The system relied on the click.

The New Reality

LLMs like ChatGPT and Google's AI Overview synthesize answers directly. Golfers get what they need without clicking.

Less traffic to your website — even if demand is strong.

The click is disappearing.

AI Enabled Booking Is the Future: Travel & Restaurants

80% of Travelers

are open to using AI for trip planning and booking

Consumers are past the initial trust barrier and now see AI as helpful, not intimidating. Top benefits cited: convenience and personalization.

Combining AI assistants with live human support can deliver the best of both worlds.

Source: Statista

The Next Big Opportunity for AI Is in Reservations

Diners are adapting faster than restaurants are innovating. Nearly three-quarters of consumers are comfortable using AI in the reservation process, but most operators aren't using AI to process reservations.

74%

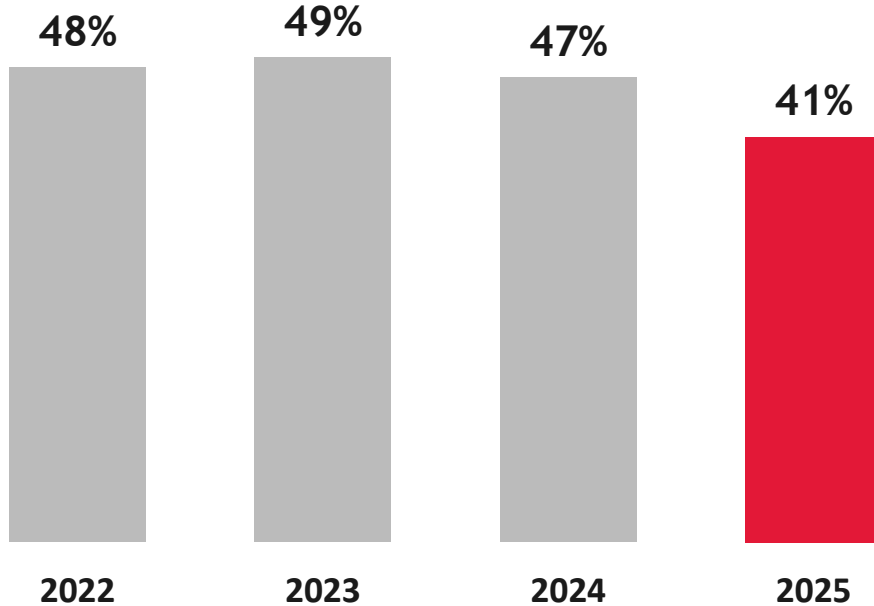
of consumers comfortable with AI booking

29%

of operators use AI for reservations

Direct Traffic Is Falling — Fast

% of Direct Visits Across 200+ Courses



13%

2025 decline in direct website & booking engine traffic.

499%

2025 increase in traffic from OpenAI & Perplexity

Source: Metolius Golf, aggregate data from 200+ course websites

Google Flights: Flight Deals is our new, AI-powered flight search tool

Dream Bigger. Pay Less.

Flight Deals

from New York

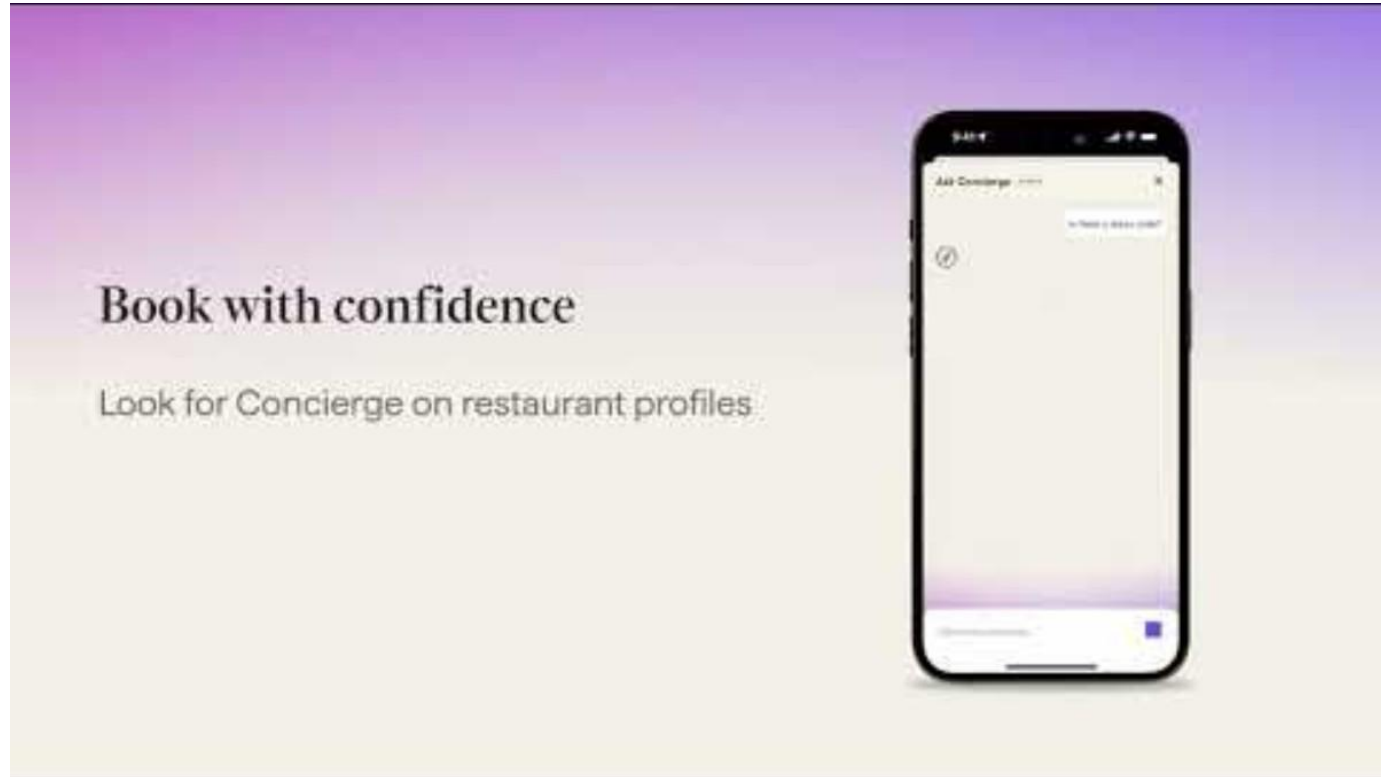
When, where, and how do you want to travel?

All filters Round-trip 1 Economy Stops Airlines Duration

200 deals from New York for a week-long trip in the next 6 months
About these results

Destination	Location	Attractions	Savings	Price	Original Price	Itinerary
Des Moines	United States	Capitol building & Des Moines Art Center	67% less than usual	\$106	\$322	Mon, Aug 11 – Tue, Aug 19 1 stop · 19 hr 10 min · Allegiant
Paphos	Cyprus	Coastal resorts & archaeological sites	58% less than usual	\$460	\$496	Mon, Aug 11 – Wed, Aug 20 1 stop · 16 hr 25 min · British Airways
Knoxville	United States	Market Square & James White's Fort	65% less than usual	\$81	\$229	Mon, Sep 8 – Wed, Sep 17 Nonstop · 2 hr · Allegiant

Concierge: OpenTable's new AI-powered dining assistant



The Opportunity Ahead

“How do we make it effortless for customers – and their agents – to choose us?”

What Changes

AI reduces reliance on third-party aggregators. Transactions can re-center around **operator-controlled systems**.

But courses whose systems can't be read by AI agents risk being **invisible** — regardless of quality.

What Stays the Same

Golf courses are experiential businesses built on **place, people, and community**. No AI can manufacture that.

Technology should reduce friction, strengthen relationships, and support staff — **not replace the human experience**.

The operators who act now will define the next era of golf.

Future of Direct Booking: AI-Powered Tee Time Assistance in Booking Engine is Here

The screenshot displays the Noteefy Links booking engine interface. At the top left is the Noteefy Links logo. The top right navigation bar includes 'MY BOOKINGS', 'WAITLIST SEARCHES', 'MY GROUPS', and a user profile icon 'JM'. The main content area is for 'Fri, May 1, 2026'. On the left, there is a sidebar with filters: 'Today', 'Group Size', 'Number of Holes', 'Courses', and 'Tee Time'. The main area shows a grid of tee time slots. Each slot includes a time, price range, course name, number of players, number of holes, and a 'Book' button. A 'Join the Waitlist' button is also present at the top right of the main area. An 'AI Pro Shop Assistant' chat bubble is visible in the bottom right corner.

Noteefy Links
13823 Sutton Park Drive, Jacksonville, FL 32224
(455) 555-1234

MY BOOKINGS **WAITLIST SEARCHES** **MY GROUPS** **JM**

Fri, May 1, 2026 Don't see your desired tee time? [Join the Waitlist](#)

Time	Price Range	Course	Players	Holes	Cart	Action
07:30 AM	\$30-\$95	Championship Course	4 Players	9 or 18 Holes	Cart Optional	Book
07:40 AM	\$30-\$95	Championship Course	4 Players	9 or 18 Holes	Cart Optional	Book
07:50 AM	\$30-\$55	Executive Course	3 Players	9 Holes	Cart Optional	Book
08:10 AM	\$30-\$95	Championship Course	3 Players	9 or 18 Holes	Cart Optional	Book
08:10 AM	\$30-\$55	Executive Course	4 Players	9 Holes	Cart Optional	Book
08:20 AM	\$30-\$95	Championship Course	1 Player	9 or 18 Holes	Cart Optional	Book
08:30 AM	\$30-\$55	Executive Course	1 Player			
08:40 AM	\$30-\$55	Executive Course	1 Player			
08:50 AM	\$30-\$95	Championship Course	2 Players			

AI Pro Shop Assistant Ready to Help

3 Things Operators Must Do Now

1

Optimize for AI, Not Just Humans

LLMs evaluate your site's structure and clarity. Clear descriptions, structured info, and consistency across platforms help AI surface you as an answer — not just a link.

2

Prepare for Agent-Driven Booking

Push your tech partners: Can AI agents read real-time inventory? Are there APIs for automated booking? If a golfer's agent can book dinner but not a tee time, you lose.

3

Own the Customer Relationship

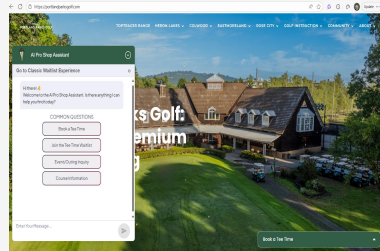
Clean customer data, proactive communication, and frictionless returns. When golfers know and trust you, they don't need to search. They come back.

AI Use Cases in Golf: B2B and B2C Today

Popular AI Tools: Today: B2B



Automated Maintenance

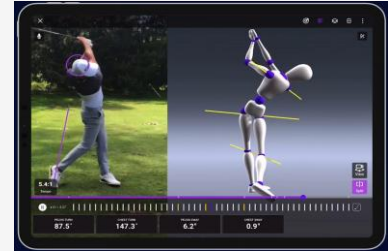


AI to Reduce Phone Calls at Pro Shop

AI Tools: Today: B2C



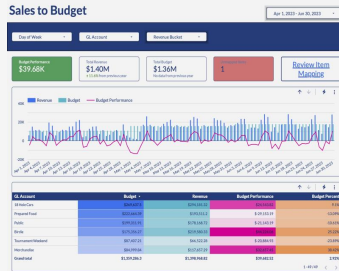
AI Discovery for Finding Tee Times



AI Training Aid



Social Media & Marketing



AI Revenue Management & Reporting

Discussion: AI in Golf Operations

- What AI tools are courses actually using today?
- Where is it delivering measurable ROI, and where has it underwhelmed?
- How should operators prepare for AI-driven booking and transactions?
- What should you be piloting now vs. waiting on?

The Problem With Modern Golf Course Data

Golf operators are flying blind. The data exists, but it's trapped in silos, lagging by weeks, and impossible to act on at the speed revenue decisions require.



Fragmented Data, Zero Visibility

Tee sheets, POS, F&B, GL, marketing platforms. Every system stores its own version of the truth. Operators managing 5, 10, 20+ courses have no single view of portfolio performance.



Reporting That's Always Late

Most operators get financials 15-30 days after month end. By the time you see the miss, the tee times are gone. You can't manage revenue in the rearview mirror.



Manual Spreadsheet Treadmill

GMs spend hours every week pulling exports, copy-pasting into Excel, and building ad hoc reports. The people who should be running the business are stuck formatting cells.



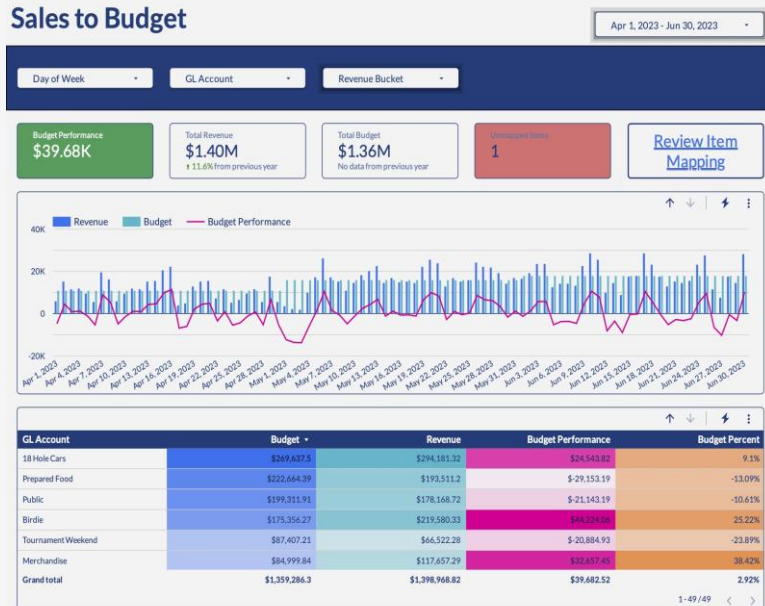
No Intelligence Layer

Even operators who build dashboards end up with static charts that show what happened but never flag what matters. No anomaly detection. No pace-to-budget alerts. Just noise.

Data AI and Analytics for Revenue Management

A unified data and analytics platform purpose-built for multi-course golf operators. One pipeline. One dashboard. Real-time intelligence that tells you what to do, not just what happened.

Track Sales to Budget Automatically



Hour-by-Hour Rounds Mix & Weather Adjusted Capacity



What's Next? AI Insights Delivered Daily

Noteefy
PORTFOLIO INTELLIGENCE

PORTFOLIO DASHBOARD

VIEWED

- Dashboard
- AI insights AI
- Revenue metrics
- Mix & utilization
- Sales performance
- Course scorecard
- Alerts 4

SETTINGS

- Budget import
- Settings

Portfolio dashboard

All courses | Dec 2023 (MTD) | vs. Prior Year

TOTAL ROUNDS (YTD) 13,311 -498 vs. budget (-3.6%)	VS. PRIOR YEAR 13,339 -28 rounds -0.2%	AVG GREEN FEE \$48.20 +\$2.30 vs. PY (+5.0%)	TOTAL GF REVENUE \$641.6K +4.7% vs. PY	UTILIZATION 68% -2 pts vs. PY
--	--	---	---	--

AI insights 3 critical · 2 watch · 1 opportunity · Updated today

- DISPLACEMENT**
Tournament displacement at Course G on Nov 18
A 72-player tournament booked at **\$32 avg rate** (vs. \$46 public rate) occupied 18 tee times on a Saturday. Estimated revenue loss: **\$1,008**. Saturday utilization dropped to 54% that week vs. 92% trailing average. This pattern repeated 3x in Q4.
Flagged automatically: tournament rate <70% of public rate on peak day
- CRITICAL**
Course F: 5 consecutive months at zero rounds (Jun-Oct)
Budget was not adjusted for what appears to be a seasonal closure, creating **313 phantom rounds** of negative variance. If intentional, budget should be zeroed for those months. If not, this is a major operational gap.
Rule: consecutive months with 0 actual vs. >0 budget

[View all 6 insights →](#)

Next: Deep Predictive Analytics on Performance

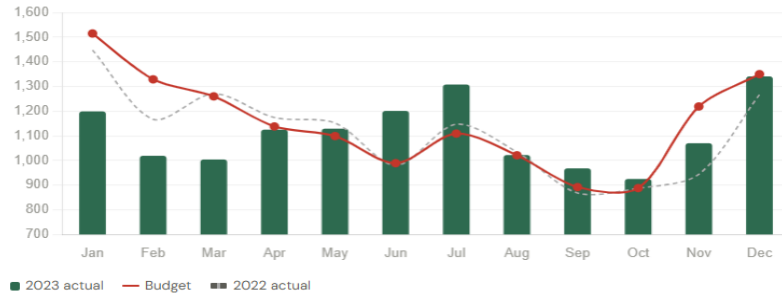
Portfolio dashboard

All courses

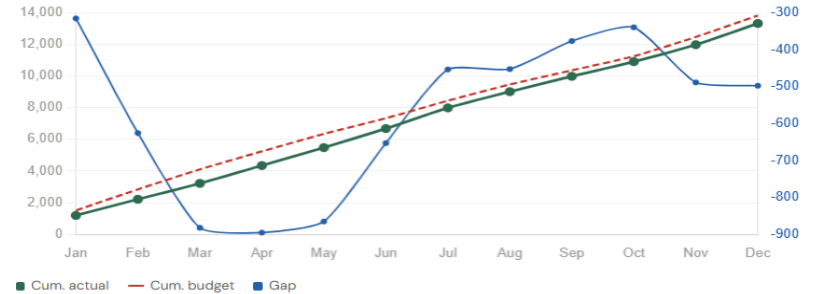
Dec 2023 (MTD)

vs. Prior Year

Monthly rounds: actual vs. budget vs. PY



Cumulative pace to budget



Variance to budget by course (monthly)

Green = above budget, red = below

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	FY
Course A	-30%	-20%	-20%	-12%	3%	18%	7%	1%	3%	1%	-8%	-3%	-6%
Course B	-20%	4%	-17%	84%	14%	16%	12%	12%	-13%	-3%	33%	-8%	6%
Course C	-8%	-23%	3%	14%	29%	64%	52%	53%	106%	130%	5%	-5%	21%
Course D	-19%	-22%	-19%	3%	-3%	38%	29%	-23%	24%	-21%	-15%	35%	-1%
Course E	-31%	-7%	-35%	-32%	-10%	-34%	-13%	-2%	-9%	3%	17%	29%	-13%
Course F	-43%	-40%	-56%	-66%	-90%	-100%	-100%	-100%	-100%	-100%	-44%	-19%	-45%
Course G	-12%	-21%	-32%	-12%	-25%	6%	5%	-21%	-12%	-9%	-47%	-45%	-20%
Course H	65%	8%	17%	-2%	-4%	36%	113%	68%	156%	36%	193%	135%	53%
Course I	-30%	-35%	5%	14%	33%	40%	335%	444%	650%	227%	100%	228%	54%

Questions?

Thank you for joining us.



noteefy.com

Appendix

Show vs Tell: AI to Reduce Phone Calls

Applications in Golf: Less Calls, Better Service

The screenshot displays the website for Portland Parks Golf. The browser address bar shows the URL <https://portlandparksgolf.com>. The website's navigation menu includes: PORTLAND PARKS GOLF, TOPTRACER RANGE, HERON LAKES, COLWOOD, EASTMORELAND, ROSE CITY, GOLF INSTRUCTION, COMMUNITY, and ABOUT. An AI chatbot interface, titled "AI Pro Shop Assistant", is overlaid on the left side of the page. The chatbot has a header with a golf ball icon and a dropdown arrow. Below the header, it says "Go to Classic Waitlist Experience" with a close icon. The main chat area contains a welcome message: "Hi there! 🏌️ Welcome to the AI Pro Shop Assistant. Is there anything I can help you find today?". Underneath, there is a section for "COMMON QUESTIONS" with four buttons: "Book a Tee Time", "Join the Tee Time Waitlist", "Event/Outing Inquiry", and "Course Information". At the bottom of the chat area is a text input field labeled "Enter Your Message..." and a send button. In the bottom right corner of the website, there is a green button labeled "Book a Tee Time" with an upward arrow. The background image shows a large, dark wooden clubhouse with a gabled roof and dormer windows, situated on a green golf course with several golf carts parked nearby.

Show vs Tell: AI to Reduce Phone Calls

Total Conversations

87,037

Booking Links Clicked

14,608

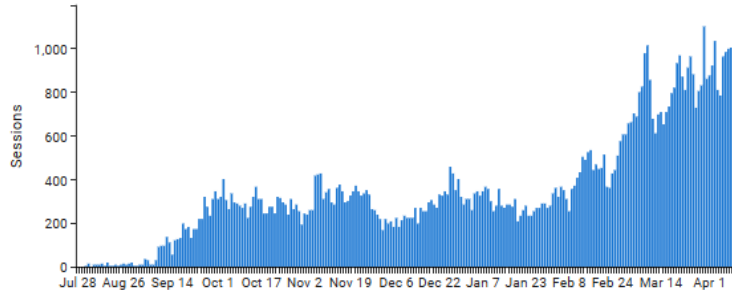
Calls Saved

69,646

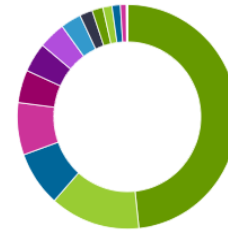
Added to Waitlist

8,295

Conversations



Topics Discussed



Tee Times And Booking	50208
Course Details And Conditions	13752
Amenities And Facilities	8259
Fees And Pricing	7827
Policies And Etiquette	4908
Equipment Rentals	4406
Membership And Passes	4076
Events And Functions	3133
Tournaments And Outings	1957
Lessons And Instruction	1671
Staff And Personnel	1387
Location And Contact	1278
Other	899
Lost And Found	88