

DO YOU REALLY KNOW YOUR MEMBERS?



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We're fortunate to work within the private club industry—a unique space where members come to relax, connect, and create lasting memories with family and friends. The people who work in these clubs often have a natural passion for hospitality, driven by a sincere desire to serve and a commitment to delivering exceptional experiences for members.

To maintain these high standards, it's essential for club leadership to stay engaged with the membership and keep a pulse on their evolving needs. One of the most effective ways to do this is through a Member Survey. These surveys provide valuable insights into how members perceive club services, amenities, and overall experiences. They not only capture feedback on past interactions, but also help shape future priorities by highlighting what matters most to your members.

The best clubs use surveys to test ideas and gather data to improve the effectiveness of their decision-making. They ask important questions, such as: How can we gather feedback on potential capital improvements to narrow down a long list of options? What are the key priorities for members? What changes will have the biggest impact on satisfaction, retention, and recruitment? And how can managers provide clear guidance to staff on ways to improve?



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While surveys are often criticized, they are an incredibly efficient tool for collecting valuable feedback from a large group of stakeholders. After all, how practical is it to personally connect with 250–1,000 members for a 15–20-minute conversation?

Surveys provide a far more reliable and structured approach than relying on anecdotal feedback, which can often be incomplete or unrepresentative. The data gathered gives a solid, evidence-based foundation for informed decision-making. By analyzing these results, clubs can clearly identify areas where they're excelling and where improvements are needed. This helps prioritize resources for programming, service enhancements, and staff development.



Surveys also make it easy to compare different member demographics and interests. We can break down results by factors such as membership category, gender, age, family status, and seniority, giving clubs deeper insights into the different needs and preferences within their membership. This information helps personalize the experience for each member, making their time at the club even more enjoyable.

At Club Thinking Partners, we work closely with your leadership team to craft a customized, experience-focused survey tailored to your club's specific goals. Delivered via our secure online platform, our email-based surveys are easy for members to complete. They feature a mix of multiple-choice questions and open-ended comment sections to capture a wide range of feedback.

Once the survey is complete, our consultants carefully analyze both the quantitative and qualitative data, using advanced tools to ensure that your members' opinions are captured and reported accurately. We present the results in a clear, narrative-driven format, supported by visual graphs to provide a comprehensive overview. Member comments are thoroughly reviewed to identify patterns and actionable insights.

From this analysis, Club Thinking Partners delivers an **Executive Summary with strategic recommendations and clear next steps for addressing key opportunities for improvement.** Our recommendations are based on proven industry best practices, current trends, and our experience working on over 1,600 projects for more than 600 clients in the club and boutique resort industries. If your club decides to implement changes, we offer a full range of consulting services to support your efforts and ensure long-term success.



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We understand that member surveys are just one part of your overall member insight strategy. Club Thinking Partners can also help you build a more comprehensive insights strategy by leveraging existing data, identifying new data sources, and establishing key performance indicators (KPIs) to further enhance the member experience.

Discover how your club can use this powerful data to drive better decisions and continuous improvement. **The best time to conduct a member survey is typically at the end of the season—when experiences are fresh and feedback is most valuable.**

Visit www.Denehyctp.com to explore our customized survey solutions, which include member experience, operational, strategic, board, compensation, and employee surveys.

