

# Denver Golf's New POS System

## EZ Links Features:

- **Cash register**
  - Multiple Gift Card Tender
  - Requires Clerk to sign in to complete each transaction
- **Online Reservations**
  - Easier for Customers to use.
  - Ability to have several channels
  - Ability to use Redemption Codes to track advertising effectiveness
- **Reports**
  - Improves the Head Golf Professional's ability to manage the operation by providing all reports in real time via the web
  - 15 most beneficial industry reports such as tee sheet utilization
  - Customized reporting.
- **Loyalty Program**
  - Participants earn points and can redeem them for discounts
- **Marketing**
  - Vendor will send out marketing emails for us.
  - Vendor assists with data analysis to help us maximize our revenue
  - Ability to have multiple channels and market to multiple hotels
- **Tee Sheet**
  - Easier for Customers to use
  - Easier for staff to use
  - Provides excellent customer service with enhanced customer communication such as reservation confirmations and delayed starts.
  - Requires Green Fees and Carts to be processed from the tee sheet which provides an audit trail for the Cash Register function
- **Tournament Package**
  - Developed based on our specifications to meet our needs
  - More efficient for staff by reducing redundant work
  - Allows staff to improve customer service with better communication tools
- **Call Center**
  - Reach a live representative 24/7/365 days a year.
  - Improves customer service by eliminating the Integrated Voice Recognition system which was difficult for customers to us.
- **Inventory**
  - Improves inventory controls and audit trails
  - Increases efficiency by reducing redundant work

# Denver Golf's New POS System

## EZ Links Agreed Upon Trade Proposal:

City Park, Evergreen, Kennedy, Wellshire, Willis Case					
Season	Date Range	2 Foursomes with 2 carts per Foursome		1 Foursome with 2 carts	
		Day of Week	Time of Day	Day of Week	Time of Day
Shoulder – Spring	April 1st - May 15th	Mon - Thurs	8am + 12pm	Fri - Sun	12pm
Peak	May 16th - Sept 15th	Mon - Thurs	7:30am + 12:30pm	Fri - Sun	12:30pm
Shoulder – Fall	Sept 16th - Oct 31st	Mon - Fri	8am + 12pm	Sat - Sun	12pm
Out	Nov 1st - Mar 31st	Mon - Fri	9am + 12pm	Sat - Sun	10:30am
OVERLAND ONLY					
(will revert to City Park, Evergreen, Wellshire and Willis Case trade option 1/1/2014)					
Season	Date Range	2 Foursomes No Carts		2 Foursome No Carts	
		Day of Week	Time of Day	Day of Week	Time of Day
Shoulder – Spring	April 1st - May 15th	Mon - Thurs	8am + 12pm	Fri - Sun	12pm
Peak	May 16th - Sept 15th	Mon - Thurs	7:30am + 12:30pm	Fri - Sun	12:30pm
Shoulder – Fall	Sept 16th - Oct 31st	Mon - Fri	8am + 12pm	Sat - Sun	12pm
Out	Nov 1st - Mar 31st	Mon - Fri	9am + 12pm	Sat - Sun	10:30am
Harvard Only					
Season	Date Range	2 Foursomes No Carts		2 Foursomes No Carts	
		Day of Week	Time of Day	Day of Week	Time of Day
All Year	Jan. 1st - Dec. 31st	Mon - Thurs	8am + 12pm	Fri - Sun	12pm
Peak	May 16th - Sept 15th	Mon - Thurs	7:30am + 12:30pm	Fri - Sun	12:30pm
Shoulder - Fall	Sept 16th - Oct 31st	Mon - Fri	8am + 12pm	Sat - Sun	12pm
Out	Nov 1st - Mar 31st	Mon - Fri	9am + 12pm	Sat - Sun	10:30am