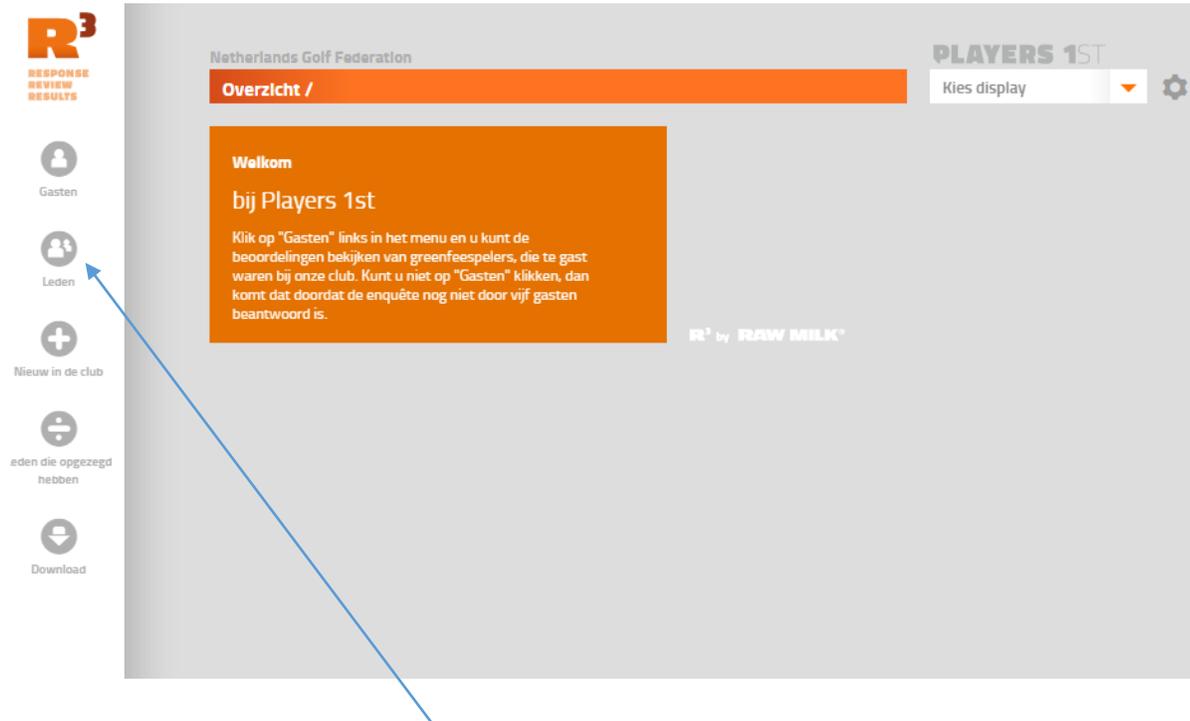


An Introduction to the

PLAYERS 1ST

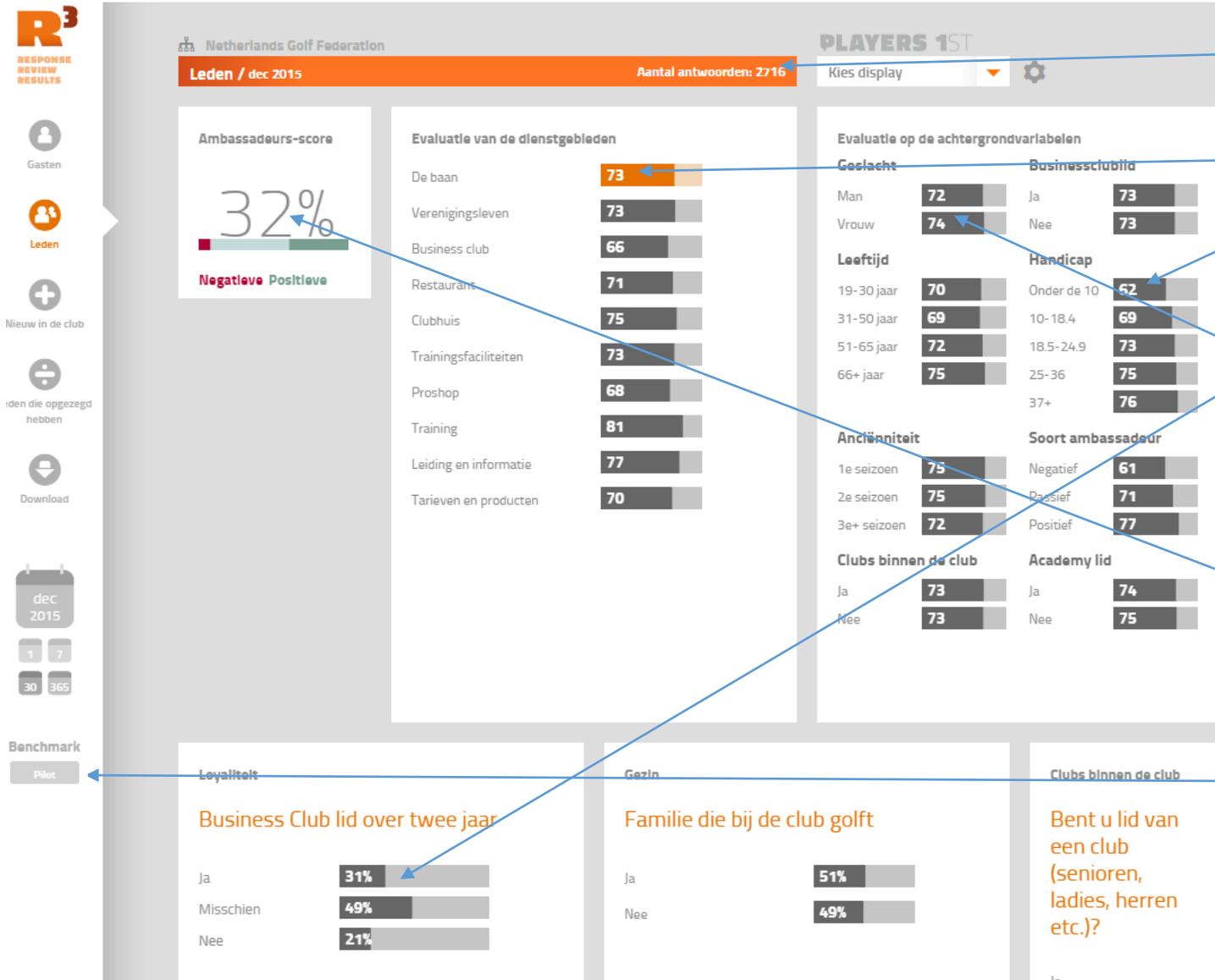
Dashboard

How to get started



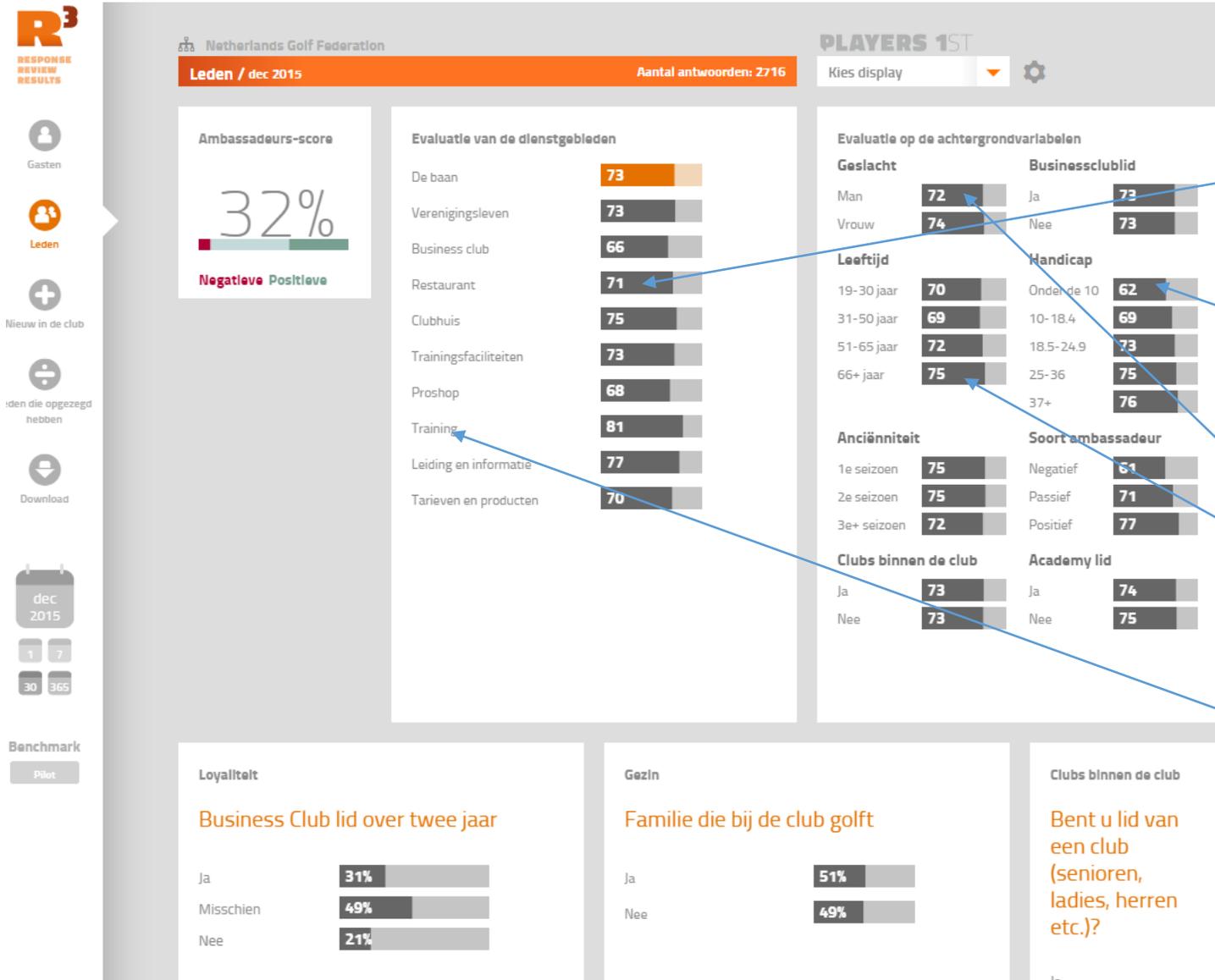
Click the "Leden" icon to go to the results

Basic information



- Number of members who have answered can be seen here
- Results are mostly an average on a scale from 0 to 100. The higher score, the better
- If there is a "%" after the result, the results is in percentage and not an average
- The orange bar next to "De baan" indicates that results on background variables are for De Baan. For example men are rating the course at 72 and women rates it at 74
- The "Ambassadeurs-score" indicates how big a share of the members that will recommend your club to others minus those members who do not want to recommend your club
- Benchmark (average of all pilot clubs) can be obtained by clicking the "Pilot" icon

Basic features / ways to navigate (1/4)



- If you for example click on the bar right to the word "Restaurant" results on background variables will update and show results on members evaluation of the restaurant. The same can be done with all service areas (dienstgebieden)
- If you click a bar next to a background variable, for example the bar right to "Onder de 10" in Handicap, all results will update and show results on how members with a HCP below 10 have evaluated the service areas. As long as there are five members in a group a result will be shown
- It is also possible to click more than one background variable, for example men with a HCP age 66+ and so on
- If you click the text in the service area figure, for example "Training" you will be directed to the specific results for this area. That is the questions that we have asked the members concerning Training. See example on next slide

Basic features / ways to navigate (2/4)



- Here are the result on the specific questions we have asked concerning Training
- Same navigation possibilities as earlier described.
 - Click on bar to shift results on background variables
 - Click a bar or more in background area to update results for the specific questions
- Notice that it is possible to see results for each pro/trainer in the club

Basic features / ways to navigate (3/4)



- Click the ambassadeurs-score figure to go to ambassadeurs-score site

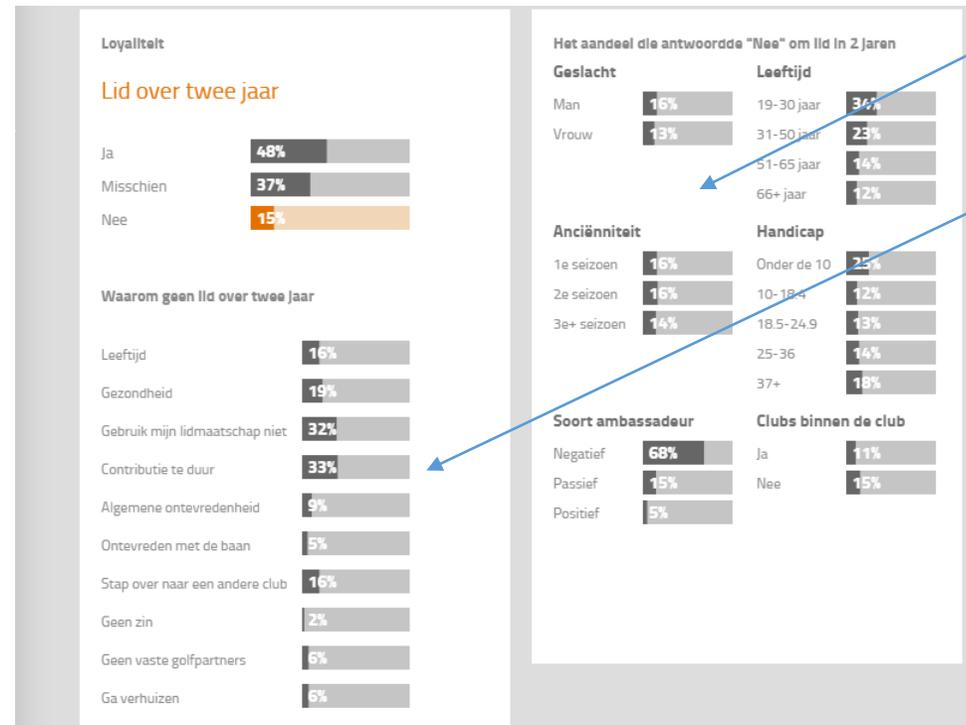
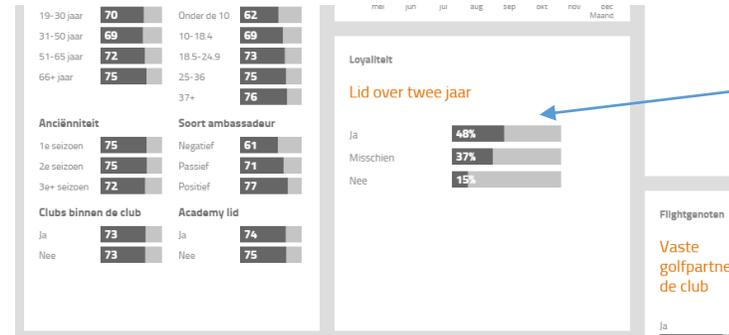
- It is possible to see the ambassador score on different background variables

- This illustration is very central as it shows the specific touchpoints/questions that you should improve to obtain biggest positive impact on members satisfaction

- The questions are not necessarily the same for all member groups. Differences can be seen by clicking on different member groups/background variables

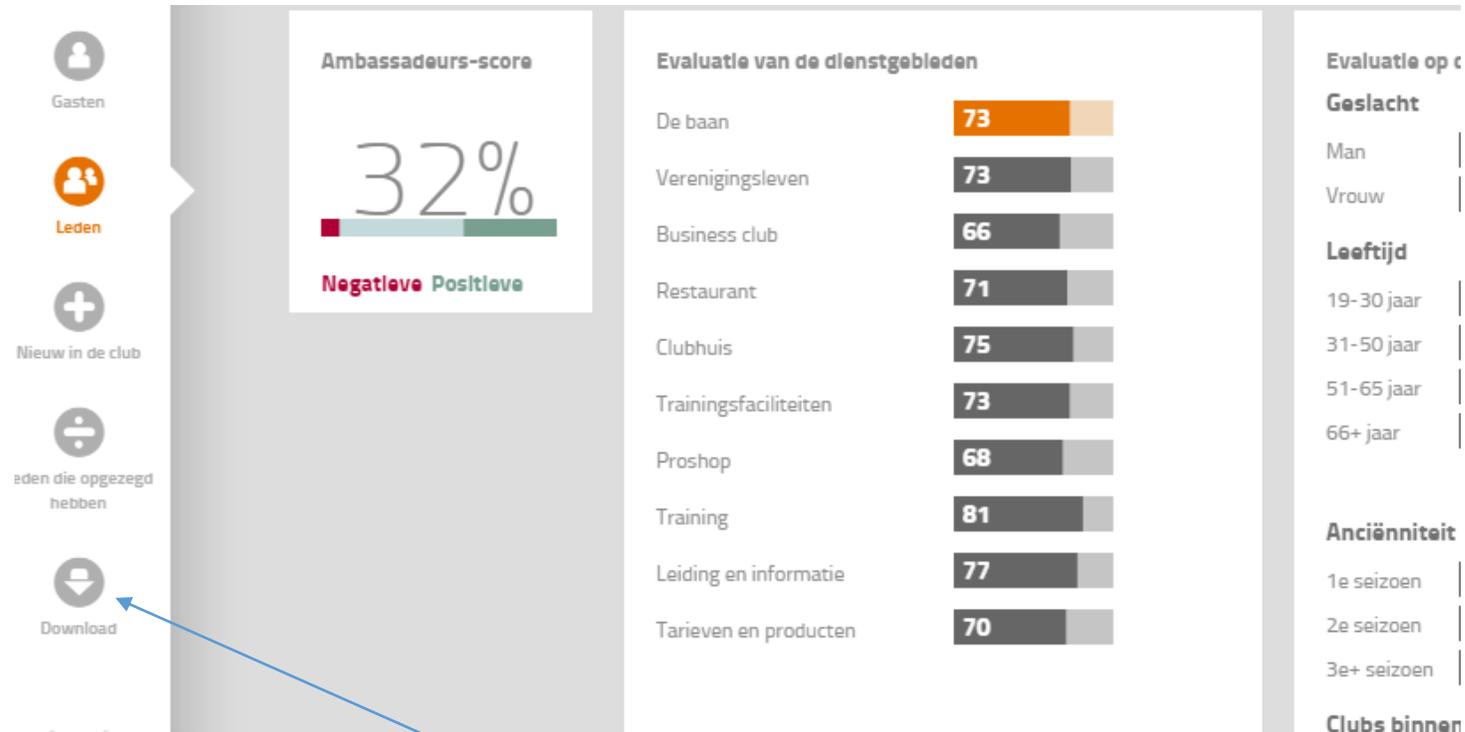


Basic features / ways to navigate (4/4)



- Click the "Loyaliteit" area to go to loyalty site
- It is possible to see loyalty on different background variables
- Reasons for not expecting to be a member in two years time change when clicking on background variables

Open comments



- Click the "Download" icon to go to the open comments section
- All open comments from the members are available. If contact information is available, the member has accepted that he/she can be contacted for elaboration of the comment. Only members with low evaluation of the club have been asked if the club can contact them for elaboration