

Drive Loyalty with Luxury

Hitting a Hole-In-One with White-Glove Service



About the Client

Our client is a financial services organization providing banking solutions, fund administration, and asset management to corporations, institutional investors and individuals.

The Challenge

A primary sponsor of one of the PGA's major tournaments, our client wanted to support their corporate initiative of philanthropy and use it to help drive brand awareness. To leverage the sponsorship, they host an annual customer appreciation golf experience for their most valued clients. This high-profile event provides customers with an amazing level of experiential entertainment that they couldn't obtain on their own. The guests are well traveled and have high expectations for impeccable service. Our challenge was to provide a truly white-glove experience that would help enhance the relationship between our client and their most important customers.

The Solution

Communication

Invited guests received a video mailer that contained a message from our client's CEO, personally inviting each recipient (and a guest) to join them for a unique golf experience at the PGA tour event. Creative Group designed a tiered registration website customizing each guest's view to offer the activities, travel dates, and room types specific to them.

White-Glove Service

After the invitations went out, our event concierge team called each participant, helping with registration. To create a truly exclusive experience from start to finish, we arranged black car service – from home to airport, and back to participants homes. Of course, deluxe transportation was also provided between the hotel, golf course, and other venues. Within 10 days of registering, each guest received a personalized, detailed itinerary outlining their limo pickup information, their flight schedule, all hotel and ground transportation arrangements, and details about their exclusive activities.

Exclusivity

During the tournament, premier guests were invited to arrive early and play in the Pro-Am tournament – with the pros themselves! To build anticipation and foster camaraderie for guests during the welcome dinner, a game was created that paired guests with golf pros. An onstage "locker" contained pairing information for guests and their pros, and participants could either accept the locker they had chosen, or "steal" another guest's pro – making for a fun evening! To add to the exclusivity of the trip, some guests were invited to attend an intimate, private concert with John Legend, while other guests were invited to a swanky, private Guggenheim museum experience.

Personalization

We envisioned the entire customer journey, identifying all touchpoints through which we could deliver an unparalleled level of customized service. What began with personalized registration assistance was carried through to

the on-site experience. Once at the tournament, greeters met guests curbside and directed them to the hospitality check-in tent. Greeters radioed ahead, announcing the approaching guest so that hospitality staff could retrieve their specific registration materials and gift amenities and greet each guest by name!

Participants that were invited to play in the Pro-Am tournament even received deluxe golf attire. To deepen engagement, we designed mobile technology for the event, using our own EventAPP™, which delivered each guest's personalized elements: agenda, shuttle and flight schedule, tournament information, and activities. By using EventAPP, our client's hosts and event stakeholders had access to all participant information, including detailed bios of each customer at the event.

The Outcome

Many of the sponsors and ambassadors of this program spoke of forging closer bonds and deeper connections with customers outside the "corporate environment." Our client surpassed their record for charitable donations from this event; over the past decade alone, they have given back over \$15 million to charity. Additionally, the proceeds from the tour supports the local community – a win/win for all!



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