



GLOBAL PERFORMANCE MANAGEMENT

HOW BUDDYCRM HELPED BRING COHESION
AND UNIFORMITY ACROSS THE GLOBE





59CLUB USE BUDDYCRM TO MANAGE THEIR SALES OPERATIONS AROUND THE GLOBE.

ABOUT 59 CLUB

59Club is a market leader in the provision of bespoke mystery shopper performance measurement programs for the Golf, Leisure, Spa, Events, F&B and Hotel Industries. 59club's intel and expertise help clients drive growth, providing a significant increase to customer acquisition, satisfaction, retention, and profitability within businesses of all sizes.

GLOBAL MANAGEMENT OF SALES OPERATIONS

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Consequently 59club is now in possession of a software solution that has not only improved its strategic decision making, but also security, sales forecasting, new business generation, and most importantly, accountability across the organisation. Furthermore these changes have all been made without any additional technology investment as the CRM was fully integrated into 59club's existing systems.

Andrew Etherington, Director at 59club, stated: "As we continue to expand in order to meet the ever-growing demand for our performance management tools and training services, it is imperative that we continue to operate in a cohesive and efficient manner. Technological investment is a key priority for us as a business, as we recognise that it brings a number of benefits to ourselves but

also our franchisees, and clients. Therefore we are delighted with the work of BuddyCRM, who have crafted a digital platform that ensures uniformity and consistency in the operational standards we expect.”

“Whether winning spotting business opportunities through data analysis and sales forecasting, to improving productivity via the automation of administrative tasks such as invoicing, our tailored CRM system is allowing us to realise a number of advantages that will play an integral role in 59club’s future strength and success.”



To find out more about BuddyCRM

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