

MINNESOTA PGA CARD BOOSTS RETENTION WITH RELEVANT SAVINGS

Statewide organization enjoys a competitive advantage by offering a discount program to cardholder benefits

The Goal:

The Minnesota PGA Card offers golf fanatics discounted and free rounds at courses across the state. For years the program simply provided a punch card with buy-one-get-one rounds, but in 2007 Bob Anderson was brought in to upgrade the card program to better compete with a rival program in the state.

Anderson and his staff focused on building out the network of participating courses, while moving the program to an online fulfillment model. After utilizing daily deals sites to build a cardholder base of over 5,000, the Minnesota PGA Card team set out to find a way to retain those customers.

“We built that cardholder base to a good number, now we had to focus on retaining them,” Anderson said. That meant adding extra value to cardholders through better offers and more courses.

The Solution:

Anderson partnered with Access Development to extend the Minnesota PGA Card's discounts to local merchants throughout the state. Access, operators of the nation's largest private discount network, already had a significant amount of offers in the state.

Within weeks cardholders received access to hundreds of offers at restaurants, retailers, hotels, and more. The offer set was customized to match the common lifestyle needs shared by golf enthusiasts.

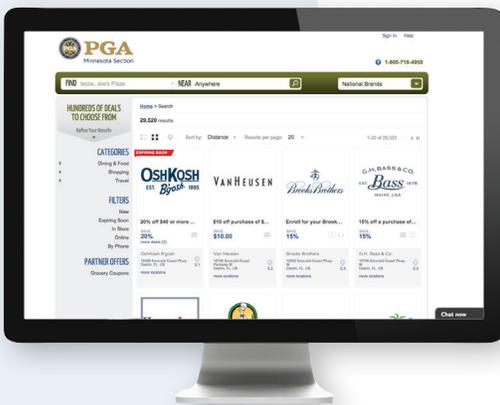
The Results:

“While golfers primarily purchase the card to save on their greens fees, the added benefits of the Access program create a competitive advantage over other golf savings programs,” Anderson says.

Today the Minnesota PGA Card boasts over 8,000 cardholders. Even better, over 80% of the people who use the card stick around year over year.

“Renewals are much simpler now,” Anderson says. “We can show cardholders that they covered the cost of the card by using one oil change coupon.”

As an added bonus, the Minnesota PGA Card program is in a circle of continual improvement. The growing cardholder base incentivizes more courses and merchants to join the program. The growing merchant base results in increased usage of the offers, leading to deeper and more valuable offers.



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