



UNIVERSAL SERVICE AND PRODUCT STANDARDS

WE ARE GUEST-CENTRIC

The key to the success of any business is providing a consistent level of quality of both service and products for the enjoyment of our guests. Universal Standards help us to reach that goal.

The Oki Golf "GUEST FIRST" focus states the purpose behind our service and product standards while serving as an overall reminder that our guests are always our top priority.

SERVICE STANDARDS

The attitude, appearance and service provided by Oki Golf employees set us apart from our competitors and make our properties unique. The following six high quality service standards will ensure that the guest experience at Oki Golf will remain exceptional.

FRIENDLY, CARING & HELPFUL

- Make first contact with all of our guests and engage them with a pleasant, courteous and helpful attitude
- Try to address guests formally with their last name unless otherwise informed (i.e. Mr. or Mrs. Smith)
- Be approachable : make eye contact, acknowledge guests' presence, be attentive to guests' needs and comments
- When asked for location of items or directions, always inform and direct the guest, never point
- Verbally and sincerely thank our guests for their patronage
- Look for and act upon opportunities to assist our guests (carrying golf bag/ heavy items, opening doors)
- Acknowledging all guests within 15'
- When on property, always yield to the guests' path

ANTICIPATING GUESTS NEEDS

- Be attentive and helpful to our guests' needs
- Use suggestive selling to enhance guests' experiences: "Do you have enough balls for your round today?" or "Do you have an umbrella with you (if conditions warrant)?"

TEAM MEMBER EFFICIENCY

- Be on time, plan / prioritize your day
- Execute your job duties in a timely, accurate & safe manner
- Make every trip or moment count by looking for opportunities to do something in addition to your current task

SERVICE STANDARDS CONT.

TEAM MEMBER KNOWLEDGE

- Know your job and the pertinent facts about your facility and personnel (hours of operation, amenities, contact list)
- Understand your facility 's daily event schedule
- Know your property 's and Oki Golf's products and programs
- In response to guest questions or requests, own the problem or issue until it is resolved

TEAM MEMBER SAFETY

- Safety of guests and employees are always your top priority
- Incident reports must be completed for any guest or employee injury or safety issue

PRODUCT STANDARDS

Oki Golf was built on the principle of operating high-quality facilities with value-based product offerings. The five product standards help us ensure our properties provide unparalleled value to our customers.

CLEANLINESS

- Facilities clean throughout the property: litter-free, no dust, no grime, no cigarette butts
- Concrete cracks free from grass / weeds

WELL-MAINTAINED & IN GOOD WORKING ORDER

- Work area maintained : organized , litter/ clutter-free, clean
- Broken , damaged or non-functioning items are recognized, reported and either repaired or removed
- Trash and cigarette receptacles are in usable order

STOCKED & READY FOR USE

- Established "pars" are maintained for your specific area
- Supplies replenished at agreed upon levels
- Shortages reported to your supervisor
- Areas prepared for next guests

FACILITY SIGNAGE & INFORMATION

- Consistent with the facility and Oki Golf brand standards
- Clear, helpful & accessible directional and safety signage
- Signage conveys current events and course conditions

PRODUCT QUALITY

- Oki Golf Marketing Department consulted for development and / or approval of all written communications with guests
- Product consistent through agreed upon standards, recipes and maintenance practices
- Property and Oki Golf logo, images and marks used properly and with approval by Marketing Department, marketing@okigolf.com

STANDARDS TRAINING AND RECOGNITION

PURPOSE STATEMENT

The Oki Golf Universal Standards will guide us toward the common goal of putting our GUEST FIRST and ensuring they receive an exceptional experience during every visit.