



SUGAR CREEK COUNTRY CLUB



CASE STUDY

Sugar Creek Country Club

How Sugar Creek Country Club **Elevated Member Experience & Tee Sheet Performance** with Noteefy.



Smarter Access, Happier Members: Sugar Creek's Tee Sheet Transformation with Noteefy

Like many private clubs, Sugar Creek faced a familiar but increasingly costly challenge: strong demand, limited inventory, and a tee sheet that wasn't being utilized to its full potential. Despite high membership engagement, the club was hovering around 65% utilization at peak times and struggling with the ripple effects, member frustration, booking inefficiencies, and staff tied to constant phone calls.

Sugar Creek partnered with Noteefy to modernize the member booking experience, reduce operational friction, and create a more efficient, equitable system for tee time access. The results were immediate, felt across the membership, staff, and revenue performance.

THE CHALLENGE: DELIVERING A BETTER PATH TO THE TEE SHEET

At Sugar Creek, demand for prime tee times has always been strong—but the path to securing those times wasn't matching the elevated experience the club strives to deliver. Despite high engagement, peak utilization settled around 65%, leaving members who wanted to play without a clear or dependable way to access openings.

The process placed the burden on golfers: cancel at the right moment, check the sheet at the right moment, and hope to catch a last-minute opportunity. It also placed a heavy load on the golf shop, where the phone rang constantly with availability questions.

For a club focused on service, efficiency, and fairness, it became clear that the booking experience needed to evolve. A more intuitive, member-centered system was essential.

WHY SUGAR CREEK CHOSE NOTEEFY

After evaluating potential solutions, Sugar Creek selected Noteefy because the platform directly addressed their top priorities:

- Increasing tee sheet utilization
- Streamlining member access to open times
- Reducing manual workflows for staff
- Providing a seamless, user-friendly experience for an older membership segment

IMPLEMENTATION: SEAMLESS FOR STAFF & MEMBERS

Within days, members were using the platform without training, and the staff saw immediate relief from inbound phone volume.

“Seamless! The entire onboarding process was well thought out and for our members it is very user friendly.”

—Jim Stickels, PGA, Director of Golf, Sugar Creek Country Club

THE NOTEIFY EXPERIENCE: A “TEE TIME ASSISTANT” FOR MEMBERS

The most transformative change occurred in the member experience.

Set-It-and-Forget-It Access

“Our members feel like they finally have a true tee time assistant. Many don’t even bother refreshing the sheet anymore, they just wait for Noteefy to notify them.”

Huge Adoption from Older Membership Segments

The club’s 50+ age group adopted Noteefy “incredibly fast,” appreciating the ease of setting reminders and receiving openings automatically.

Revenue & Utilization Improvement

While Noteefy had been live less than a full seasonal cycle, Sugar Creek is already projecting:

- 5–10% lift in utilization
- 5% increase in revenue, which more than covers the entire cost of Noteefy

“Based on our revenue per round, if Noteefy helps us fill just two foursomes a month, it more than pays for itself, and we fully expect it to exceed that.”

KEY OUTCOMES

For Members

- Fair, effortless access to tee times
- Eliminated frustration from constantly checking the sheet
- Significantly improved satisfaction and trust in the booking process

For Staff

- Far fewer inbound calls
- Higher quality service at the counter
- More efficient daily operations

For the Club

- Higher tee sheet utilization
- Revenue uplift
- A modern amenity that enhances the value of membership

“This truly is a great platform for private clubs. Instantly increased staff service levels and customer satisfaction!”

CONCLUSION

Sugar Creek Country Club’s experience demonstrates the modern standard for private club operations: effortless tee time access, reduced operational friction, and a member experience that feels personal, fair, and elevated.

With Noteefy, Sugar Creek now operates with:

- Higher utilization
- Higher satisfaction
- Lower operational burden
- A system that pays for itself many times over

For private club leaders seeking a measurable upgrade to their tee sheet and member experience, Sugar Creek’s success offers a clear path forward.

About Noteefy

Noteefy has the first automated tee time waitlist and demand platform for golfers and golf courses—improving the booking experience, while accelerating course revenue and efficiency.

Noteefy is trusted by over 800 golf courses—including 80 of the top 200 public courses and 9 of the top 12 Multi Course Operators.

The Noteefy technology enables golfers to input their personalized playing preferences, then get real time notifications when their desired tee times come available.

Visit us at **Noteefy.com**

Email **contact@noteefy.com** to learn more



Maximize revenue, operations, & customer experience

