

A person in a golf club is captured in a low-angle shot, preparing to hit a golf ball on a green mat. The person is wearing a dark shirt and light-colored trousers. A golf club is positioned to strike the ball. The background is blurred, showing what appears to be an indoor golf facility.

Case Study

Guernsey Golf Limited

Improving connectivity, digital customer experience and voice systems

Case Study

Golf19

Improving connectivity, digital customer experience and voice systems



Overview

For Guernsey Golf Limited (Golf19) to achieve its aim of revolutionising golf on the island, they needed to work with a technology partner that could offer cutting-edge communications infrastructure and support their vision. They understood that to return the golf course to its former glory and attract more golfers, technological solutions were vital.

From the outset, Sure forged a technology partnership with Golf19. This expanded their communication and technical capabilities and significantly contributed to the success of the business.

Profile

Golf19 began as a start-up in 2017 and has grown to welcome over 200,000 visitors per year. They deliver a golf-themed experience that can be enjoyed by families, beginners, and experienced golfers alike. The venue includes a golf course, pro shop, driving range, golf academy, adventure golf and a restaurant.

Golf19 aims to revolutionise the playing of, and introduction to, golf in Guernsey, through its centrally located training and practice centre in the grounds of St Pierre Park Hotel. With facilities not seen before in the Channel Islands, it hopes to promote golf in the community and raise the standard and accessibility of the sport to new levels.

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The Challenge

Guernsey's leading driving range needed improved telephony, high speed WiFi and site-wide connectivity to enhance the customer experience and to keep the business connected to the community.

First impressions count, the condition of the course and the use of impressive technology were important to get right at the beginning and laid the foundations for the future.

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"We couldn't be more grateful to Sure for helping us to connect to the wider community. Sure's excellent connectivity enabled us to install Toptracer Range technology to create a fantastic digital experience for our customers. The free customer WiFi is very reliable, is extremely high speed and has excellent coverage across our complex. We rely on Sure and want to thank them for providing such a high-tech and cost-effective solution. With their help, we are able to ensure that everyone has a brilliant time."

Matt Groves, Managing Director of Guernsey Golf

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The Solution

Sure drew heavily on its design experience to deliver a user-friendly and innovative solution.

Sure implemented a next generation voice system with voice lines, connectivity and WiFi. A hybrid solution of Cisco firewalls and switches with Meraki Wireless Access Points was recommended to give Golf19 a managed "always-on" solution. This has benefited all users with flexible access to high-speed internet at all times. The installation of Sure's network has provided sitewide connectivity, from the shop to the bays, permitting all visitors to access free WiFi on site.

Sure also made it possible for Golf19 to install Toptracer Range technology through excellent connectivity from their premium broadband package. This takes the guesswork out of range sessions by offering an engaging, data-driven experience that appeals to everyone. This technology was once considered exclusive to the pros but can now be accessed by everyone, resulting in a more enjoyable customer experience and a rise in repeat customers. They now see over 200,000 site visits per year and 75,000 buckets of balls purchased for the driving range.

Throughout the process, Sure ensured that Golf19's customers and team were top of mind. Sure designed and installed a platform that was robust and high-specification while also retaining a simple interface. The reliability and resilience of the network was critical to Golf19's operations and customer experience. Sure were able to identify the exact requirements for Golf19 and create an ideal solution using their dedicated professional services team and their deep knowledge of the IT sector.

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"We are very proud to support such a fantastic island attraction and Guernsey's leading driving range. Our innovative solution was designed to keep the business connected to the community and provide a high-tech customer experience to encourage more islanders and tourists to enjoy the sport. Guernsey Golf is a fantastic example of digital transformation in action."

Alistair Beak, Sure Group CEO

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