Club Champion cures growing pains with Salesforce

Backed by Salesforce and Rackspace expertise, the custom golf manufacturer dramatically reduces sales to minutes while increasing the customer experience.

Our customer

Club Champion is the leading premium golf club fitter leveraging a proven custom fitting and building process across 70+ nationwide locations.

The obstacles they faced

Club Champion needed a way to eliminate manual processes, quickly and cost-effectively stand up their technology stack and enhance its marketing efforts with better customer tracking tools.

How we helped

CRM; Salesforce Cloud, Pardot, Gridbuddy, Conga Composer, Accounting Seed, Avalara AvaTax, Chargent, Poynt

What we achieved together

With a single-platform, cloud solution in Salesforce, Club Champion has the power to process orders, manage inventory, view financials and track marketing activity from one place — even on mobile

"People at Salesforce have seen what we've done, and been blown away."

Brian Burke
CFO

Customizing for a perfect golf swing

Club Champion is the largest, company-owned premium golf club fitting retailer in the United States. To live up to their tagline of producing a better fit and better results, they rely on technology to custom fit and build clubs. And because they guarantee better results, it's crucial that they acquire accurate data to manufacture against exact measurements.

Originally, Club Champion was two stores that were combined and rebranded in 2010. Now 70 stores strong across the USA with plans to expand internationally, it's become the number one choice of golfers by creating a unique white-glove experience. By completely fitting and building clubs perfectly around a user's swing, Club Champion aims to make golf more enjoyable for beginners all the way up to professionals. "You can identify certain characteristics of a golfer's swing, build their perfect club, and see golf games improve because of it," explained Brian Burke, CFO for Club Champion.

Managing growing pains

Since July 2017, Club Champion has opened 50 stores nationwide. Growing at that pace requires quickly scaling and adapting processes to address the technology challenges that come with success. "Around 2015, we had 10 stores and really started to see some areas that if we didn't improve, automate and fix; there would be no way to grow according to plan," recalled Burke.

Its issues were mainly on the customer management and operations side. Disjointed systems and manual processes generated a lot of paperwork from the sales process all the way through operations and inventory management. Systems didn't communicate with each other. And, according to Burke, neither did its teams, "The sales teams barely communicated with the operations team, which barely communicated with the finance team," Burke said. "We knew that if we didn't make some large system changes, it would have been difficult to maintain our differentiated customer experience while continuing to expand."

To continue on their growth trajectory and achieve customer experience goals, systems and processes would have to be transformed. Club Champion knew that it wanted a cloud-based system, and after careful vetting, decided that Salesforce would be its way forward.

Then Burke met Adam Plummer. As Senior Director of Application Sales at Rackspace, Plummer listened to Club Champion's frustrations, needs and goals. Within 48 hours, Plummer presented a blueprint that,

Burke stated, "completely knocked our socks off and gave us even more than what we even imagined. It was a Fanatical Experience from there. Once we saw that, we went all-in with Rackspace."

Expertise unleashes the full power of Salesforce

The solution we built for Club Champion includes Salesforce integrated with seven different applications. The integrated applications follow the customer journey from initial fitting all the way through the point of sale, even using Salesforce to take payments.

The project included implementing full Salesforce Cloud functionality to manage leads and a custom Salesforce solution to manage the build process. Gridbuddy was leveraged to streamline data management. Accounting Seed was deployed as a native ERP for vendor management, purchase order management and accounting.

To enable sales tax calculation based on delivery location, Club Champion layered Avalara Avatax on top of Accounting Seed. Credit card payments on the invoices generated by Accounting Seed are processed by Chargent. CalendarAnything manages fitting appointments and even lets customers schedule appointments online for more efficient calendar and appointment management. Customer relationship management using Pardot allows Club Champion to segment its customer base and target marketing initiatives with laser precision.

"From the time a customer first visits our website to the moment they're getting their clubs, we have a complete customer profile," said Burke. "We're able to come up with incredible KPIs and get unbelievable insight into our business, which as a management
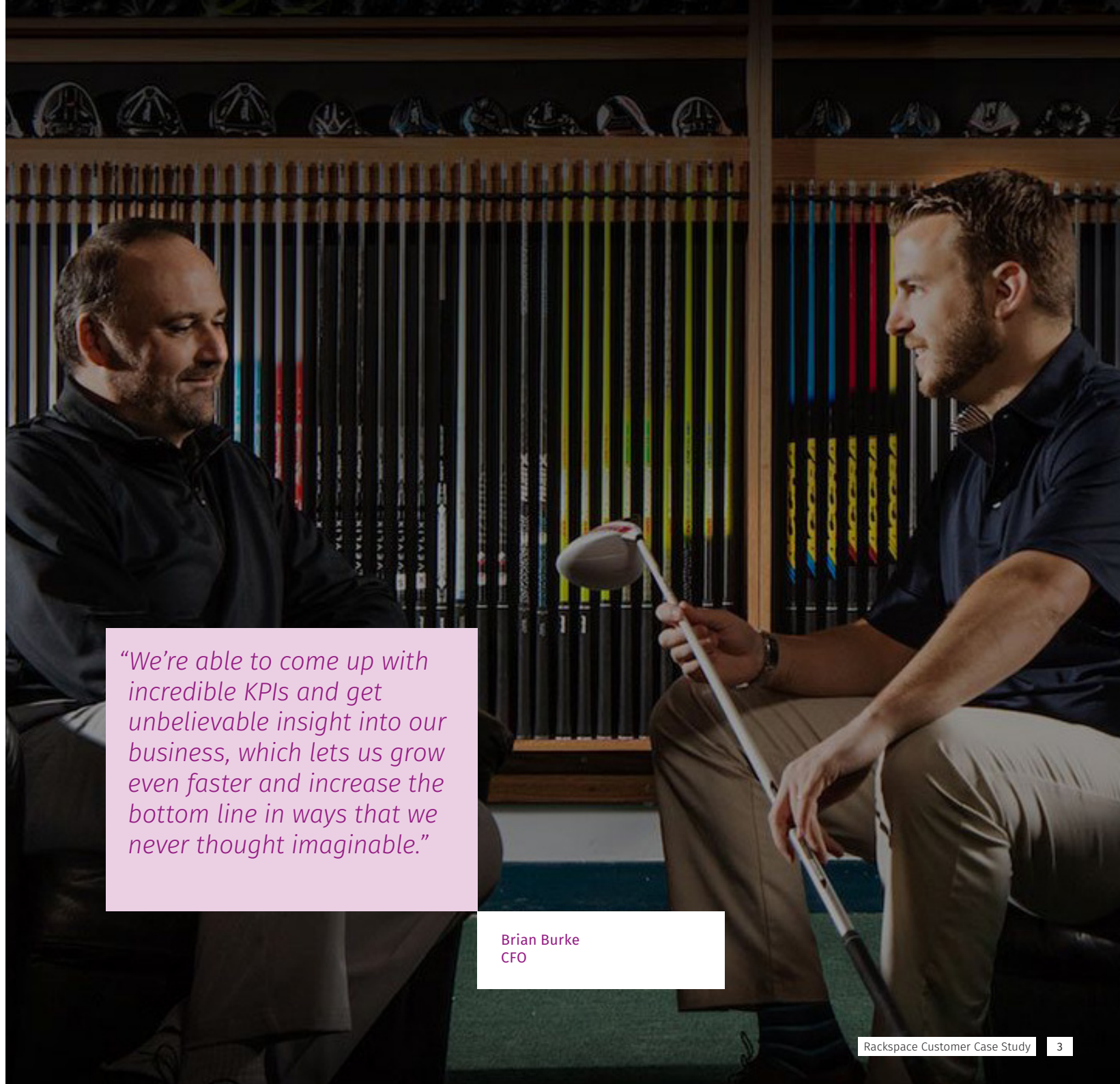
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April and May are Club Champion's highest revenue generating and busiest months. As such, it wanted to get the new solution up and running well ahead of the rush. The project began in October. By March, the solution was rolled out company-wide. "It was key for us to get it launched and get people comfortable a couple of weeks before April, which is our top month of the year," said Burke. The rollout also included detailed documentation for new store openings, onboarding new hires and license management in addition to, "just kind of holding our hands for the first month or so to make sure that what we launched was successful – and it completely was," stated Burke.

Fewer errors and faster deliveries

Before Salesforce, the fitters would take the measurements and record the specs for the club lengths and weights on a notepad. When the fitting was over, the fitter would spend another thirty minutes at a computer entering the handwritten information into Microsoft Excel, then type up the sales order and create an invoice.

With Salesforce, fitters can collect all of that information on the spot. Every fitter has a computer in the fitting bay. During the fitting, the fitter enters the specs, creates the build sheet and generates the sales order. The process went from thirty minutes to under a minute. "Not only does that help the mindset of a potential customer who is spending a significant amount of money to see a completely professional and fast process, but it also increases accuracy over writing things down," explained Burke.

After payment, the next step in the old process was to email the information to the operations team. Sometimes employees would do it all at the end of the night, creating a half-day lag. Now, as soon as they take payment, all the fitter has to do is hit a few keys and the data is transferred over to operations in seconds. "It's been huge for us in decreasing turnaround times," said Burke. "We still quote seven to ten business days, but we've decreased our average turnaround time by two days, easily."

The new processes and underlying technology help Club Champion remain a leader in the industry and to continue to differentiate itself in the market. "The ROI is impossible to calculate. We completely run our company on what Rackspace created in Salesforce for us. And it's been phenomenal," Burke enthused.

Going global with confidence

With a solid foundation built, Club Champion is looking toward future expansion. "What really gets us excited is expanding internationally," said Burke. "We'll be the first company to really do it and do it correctly. In the next year to 18 months, we'll have a footprint in Canada and possibly Europe as well."

With real-time access to KPIs from multiple touchpoints in the sales and manufacturing chain, Club Champion was able to eliminate bottlenecks in the process, which helped it decrease inventory shrinkage and improve the bottom line. Using a cloud-based system means that they can access information on customers, sales and revenue on-the-go, on any mobile device. "I think where we're at now is great," said Burke. "Everything is cleaner, more accurate and faster, but also provides just a continuous 'wow factor' for

our customers. We're not just giving them golf clubs, we're also a tech-savvy company.".

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Brian Burke – CFO

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

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