



Make your EPoS pay serious money

Corrstown GC's new EPoS-based lottery feature from MHS Group is set to generate €35,000 a year for the club's bottom line...

Besides all the usual requirements of handling purchases and running card driven accounts, for nearly a decade MHS Group's EPoS system has also enabled golf clubs to run much more innovative yet complex features such as points or credits-based Flexible Memberships.

Now this developer can demonstrate yet another innovation that will not only save time but make any club serious money automatically: a lottery feature. Corrstown GC near Dublin is proving that point by generating around €35,000 in its first year of operation.

Golf clubs' lotteries are usually run by some dedicated members happy to spend a lot of time managing everything from the banking to the draw itself, often in combination with the office.

Besides the financial responsibilities, another major challenge can be getting large enough numbers of members to get involved. Yet Corrstown GC now has 40% of its 740-strong membership playing its weekly lottery. So let's look at Corrstown's new lottery feature in more detail.

Getting the club's lottery to generate more income

Back in 2016 when a new club chairman wanted the club's lottery to generate more income, the EPoS system's software from MHS Group was re-designed to run what had been the club's traditionally organised lottery.

Installed in January 2017, the club's EPoS system from MHS Group now randomly selects the winning numbers for the weekly draw, matching them against all those that have been selected and purchased.

Corrstown Golf Club	
Corrstown GC weekly Lotto	
DRAW RESULT	
GAME NO.:	34
NUMBERS:	1 3 15 28
LINES:	442
RECEIPTS:	€725.00
DRAWN AT:	27 Aug 2017 at 06:04
DRAWN BY:	CAROLINE on TILL1
4-Ball Matches (Lines 0, Players 0)	

3-Ball Matches (Lines 4, Players 4)	

Member: P:2785	1 matches
1 14 15 28	
KELLY, Mr Declan	
Tel. : 0872222222	
Member: M:006580	1 matches
1 3 15 19	
KRAWCZYK, Mr George	
Tel. : 0872222222	
Mob. : 087 2222222	
Email : george.krawczyk@tiscali.com	
Member: M:007110	1 matches
1 3 15 22	
MADDEN, Mr Brian	
Tel. : 0872222222	
Mob. : 087 2222222	
Email : brianmadden@tiscali.com	
Member: P:2769	1 matches
1 3 15 17	
WHITE, Ms Adrienne	
Tel. : 0872222222	

The lottery tickets cost just €2 for a member's selected line of four numbers, with €4 for two lines and €5 for three. Most members operate a DD that's paying in 2, 4, or 5 euros a week to their bar card using their pre-selected numbers, ie. the same ones every week. Some members simply come up to the bar every week before the draw and pay cash, and some do it as a group.

Every Sunday evening at the club, the draw is done manually and then the numbers drawn are entered into the club's EPoS system. If someone's line matches all four randomly selected numbers, it's declared as an outright win. While rare, this can earn someone thousands of euros as proven in one week in March 2017 when one lucky member won €12,500.

More typically someone may win having selected three out of the four winning numbers, a 'match three' which earns between €250 and €300 on average. If there aren't any match threes, pay outs are then made on the basis of 'pick outs', and the system will randomly select members to receive these prizes.

Making sure members keep their accounts topped up

Arguably the really intelligent aspects are the additional features which show just how well MHS Group's team has listened and worked with Corrstown GC to design their lottery feature, and enhance it in ways that support the aim of generating more income.

For example, to make sure that no-one gets left out if there's not enough in their bar account, the club's EPoS system always sends a reminder to any member paying by DD if they need to top up their bar card. The member concerned can either come along to the club to top up at the bar, or by calling the office and paying by card over the 'phone.

Reports for lottery income and revenue

As the club's manager, Michele Jeanes gets reports generated by the EPoS system telling her the income and revenues each time the lottery's run.

As Michele explains: "It's been completely reliable from the day it was installed. Keeping the manual aspect of the physical drawing of the numbers has continued the club's Sunday night tradition of the Lotto Draw, while the instant results that the EPoS system gives removes the slow process that used to be in place."



Telling all the members who won what

To ensure every Corrstown GC member knows what's happened, Michele e-mails the results of Sunday evening's draw every Monday morning to the whole membership, which is also encouraging more members to get involved.

From what had been a small but dedicated number back in January, in just a few months Michele's now got some 40% of the 740+ membership involved, and the impact on the club's bank account has been substantial.

The bottom line: Corrstown's going to generate €35,000 in their new lottery's first year

As Michele explains, it's the bottom line that's really feeling the benefit: "We're comfortably heading for around €35,000 for the club this year, simply thanks to the way our lottery's now been set up on our MHS Group EPoS system."

"It's eliminated the need for a large Lotto committee and apart from doing the results e-mail on Monday morning with a standard reminder about joining, there's nothing else we need to do."

"The additional income has meant we've redecorated the bar and dining room, installed electric gates and improved the flower beds around the clubhouse. That in turn shows everyone what we can do for them for just €2 a week per member."

The club's enjoyed some good fortune as well, as Michele continues: "Having had no outright winner for a long number of years, we had one back in March which earned one member €12,500. That in turn encouraged more members to participate."

"Nonetheless it also proved that our new lottery is delivering on its basic promise, combined with regularly shelling out €250 for winning match threes or pick outs."

"All I have to do is then make sure that everyone knows the results on the Monday morning, more and more members 'get' the idea of the lottery, and so it achieves a kind of virtuous circle."



Every club should have one!

Michele summarises: "As a direct result of MHS Group's input, our new EPoS-based lottery's not only saving people valuable time, it's generating the club serious amounts of money and giving our members a major extra service."

"Given that it's just a matter of installing the MHS Group's EPoS and membership system, and how easy it is to run, I think every golf club should be doing this."



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