



**Maitre'D®**  
Software that serves you better

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- Graham M. Clark, Clubhouse Manager, St-Andrews Golf Course

## St. Andrews Golf Course

St. Andrews Safeguards Traditional Standards with Modern POS System.

### **Challenge: Improve service, track costs "link by link"**

For golf enthusiasts, St. Andrews Links is the Mecca of the game, a historic and almost holy suite of five links courses that attracts pilgrims from all over the world. "St. Andrews is the 'Home of Golf'," says clubhouse manager Graham M. Clark. "It's where the spirit and traditions of golf have been safeguarded for over six centuries."

Naturally, visitor expectations are high; they demand hospitality consistent with the quality of the courses. For Clark, that means offering food, drinks and gifts at multiple locations while allowing guests to settle their accounts at any point of sale.

### **Solution: Maitre'D POS offers flexibility and accountability**

In addition to managing multiple points of sale, St. Andrews, needs to track sales, stock and invoicing of various departments and cost centers. Clark explains: "St. Andrews chose Maitre'D POS, for its flexibility, and of the options St. Andrews considered, Maitre'D offered the greatest advantages in support, training and efficiency."

### **Results: Greater convenience and control**

With Maitre'D POS in place, St. Andrews has improved customer service with features, such as the easy splitting of lunch bills among diners, that make the Clubhouse more hospitable to its guests. Management also deployed the Maitre'D Time & Attendance module, says Clark, "to keep track of wage costs." Through integration with biometric fingerprint identification, St. Andrews has gained greater login security and better control of labor expenses.

