

2011
SHOWCASE
& AWARDS

NORTHERN RACING LTD

Operational Excellence

Segmentation of the Fixture List and major raceday critical paths



Objectives

- To ensure the best possible customer experience is delivered at our courses in a cost and resource efficient manner
- To direct our resources in the areas most likely to achieve results
- ensure operational delivery of initiatives at course level
- To capitalise and build on RFC learning
- To aid as a financial and resource planning tool, and help all the great ideas had at planning stage, actually make it to the customer

Results/Anticipated Results

- For year one as a marketing and campaign planning tool we have had far more confidence in allocating, cutting or growing our budget as appropriate. This is also equally important in ensuring the teams time is focussed to best effect.
- With regard to the old quote – ‘half of my marketing doesn’t work, I just don’t know which half’ we believe we are getting closer to allocating activity to achieve results.
- Delivery of our initiatives has improved at course level with the teams understanding what is important to the customer.
- Our customer satisfaction surveys carried out following our tier one fixtures shows over 90% of people rating their day out as very good or excellent – we also have verbatim comments that will help us improve further, or save a disappointed customer.
- New initiatives trialled this year e.g.: Meet the racehorse may become a ‘must do’ in tier one fixtures ensuring that suitable budget and planning can take place well ahead of time.