

Melville Golf Centre: Teeing off for success with Worldpay

Melville Golf Centre is a successful 25-year old family-run business near Edinburgh.



The pay-and-play course at Lasswade holds its own against numerous members-only clubs dotting the Midlothian region.

During the course of a year, the Golf Centre typically attracts around 50,000 visitors with customers playing a staggering 10,000 rounds of golf on the main course and 30-40,000 sessions on the driving range.

The challenge:

Melville Golf Centre had been taking all its in-store and phone card payments through a fixed HSBC terminal in the shop.

Players increasingly wanted to pay for extra rounds of golf out on the course, but many did not have cash on them to do this.

This often resulted in lost sales, as customers forgot to pay in the shop at the end of their session.

How WorldPay helped:

After Melville Golf Centre approached RBS, its bank, a WorldPay relationship manager promptly visited to demonstrate our mobile 3G card machines. Melville owner Alastair Macfarlane signed up that very day.

The business can now take payments either through a fixed terminal in the shop, or out on the course with the new mobile card machine.

Because WorldPay's mobile terminals come with a 'roaming SIM', they automatically switch to the strongest network at no extra cost, so there are no worries about losing signal and not getting paid.

There are now far fewer lost sales out on the course. As Macfarlane says, "I'd believe it before if they said they didn't have cash on them, but it's hard to believe someone wouldn't have a card on them."

"Around 50% of our transactions are paid by card now."

The option to pay out on the course also helps keep customers happy.

"No-one wants to interrupt their game to traipse back to the store to pay when they're out on the green, especially when they're on form," says Macfarlane.

"The terminals help to speed things through on a busy day, as it means less queuing for our customers in the shop too."

Behind the scenes, reconciliation is quicker and hassle-free. Transactions appear in Melville's business account as soon as the next day while card fees are also lower than previous rates.