



GOLFTEC

TEERING UP A BETTER SEARCH EXPERIENCE

“The Yext digital experience platform has significantly improved our website's search functionality, leading to enhanced customer satisfaction, and contributing to our business growth. The rapid implementation and expert support from Pureinsights made the transition seamless, allowing us to focus on what matters most – helping golfers improve their game.”

Introduction to GOLFTEC

GOLFTEC stands as a pioneering force in the realm of golf instruction, dedicated to revolutionizing the way individuals learn and master the game.

Founded in 1995, GOLFTEC has since evolved into the world's largest provider of golf lessons and premium club fittings, boasting a network of over 200 centers across the globe.

GOLFTEC website increasingly important to growth

GOLFTEC's innovative approach, combining technology and personalized coaching, has transformed golf instruction and driven rapid growth. Their unique method attracts golfers seeking to improve their skills, outpacing the traditional industry.

To support this growth, GOLFTEC needed to enhance their website search functionality. A robust search feature will enable golfers to quickly find resources, supporting their goals and providing a seamless user experience that drives engagement and solidifies GOLFTEC's leadership in golf instruction.

At a Glance

Customer:
GOLFTEC

Industry:
Sports and Recreation Retail & Services

Geography:
Englewood, CO (USA)

Function:
Online website search

Business Challenge:

- Company is growing quickly
- Website increasingly important to growth
- Need to implement better search and deliver better customer experience

Solution:

- Yext Digital Experience Platform
- Rapid platform setup and configuration services, tailored to GOLFTEC needs.
- Integration and handover to GOLFTEC staff

Outcomes:

- Rapid implementation of Yext
- Improved website search for customers
- Smooth handoff to GOLFTEC staff

GOLFTEC selects Yext

GOLFTEC selected Yext as the digital experience platform for its website, seeking to deploy the tool quickly. While GOLFTEC intended for its own team to manage the Yext platform and its functionalities long-term, they required an experienced team to implement the initial search experience correctly.

Project initiation by Pureinsights

Pureinsights' collaboration with GOLFTEC began by identifying their immediate requirements. We initiated the project by setting up a basic search experience using dummy data, allowing GOLFTEC to prepare their new content.

Entity types setup

Pureinsights established five entity types to structure the search experience:

- **FAQs:** Frequently Asked Questions related to GOLFTEC.
- **Links:** Direct links to the most frequently searched GOLFTEC pages.

- **Location:** Information on GOLFTEC locations across the United States.
- **Resources:** GOLFTEC blogs and articles.
- **Shop:** GOLFTEC materials available for purchase.

Each entity type was configured to have its own vertical, with the most appropriate search type selected for each field to ensure optimal search results. We also implemented filters to control the visibility of data in the production environment.

Design and implementation

We then updated the design of the search experience to align with the styles provided by GOLFTEC. Throughout each phase, we maintained close collaboration with the GOLFTEC team, addressing any questions and feedback promptly.

Integration and handover

The integration process was managed entirely by GOLFTEC. Pureinsights' role included providing an example to guide their integration efforts.

"We are delighted to have partnered with Yext to improve GOLFTEC's website search experiences and support their rapid growth."

Kamran Khan, CEO of Pureinsights



About Pureinsights

Pureinsights transforms the way organizations interact with information, leveraging cutting-edge AI technologies like Generative AI, Vector Search, and NLP to build intuitive, human-centered applications that go beyond traditional search. From information retrieval to innovative use cases like audio diagnostics, we help businesses uncover new insights and drive innovation. www.pureinsights.com

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