

Streamlined Schedules for Leading Golf Simulator



Full Swing Simulators teed up their business in 1986, and are now the largest US-based producer of multi-sport simulators, and the official simulator partner of Golf Channel & Topgolf SwingSuites. Users can dynamically experience more than 13 sports including golf, which features 84 Championship Golf Courses. Team Full Swing boasts PGA TOUR Players Tiger Woods, Justin Rose, Jordan Spieth, Jason Day, the LPGA's Brooke Henderson & the NBA's Steph Curry.

CalendarAnything eliminates extra data entry

"There was a large amount of duplicate work occurring with our previous calendar system — the Client Services team was entering dates in three different systems in order to keep track of everything. Using CalendarAnything removed the redundancy and allowed them to track what has already been entered without having to duplicate it onto another calendar," said Kristie Allison, Senior Manager of Technology at Full Swing.

Allison's main focus at Full Swing is the development of Salesforce, its add-ons, and consolidating systems into Salesforce. To reduce redundancies across the board, Full Swing selected CalendarAnything to support its scheduling needs.

Implementation and beyond

"It took us about four to six weeks to get CalendarAnything implemented and refined. There were a lot of very specific ways the team wanted to view the calendar layout and we were able to work through those and provide what they wanted to see," Allison said. "The best part is that it takes every date we want to track and consolidates into one main calendar. The flexibility of the different views allows each person to be able to use the calendar in a way to get their job done best. Additionally, now that it is on the Salesforce platform, the team doesn't have to switch between different programs, they can remain working in Salesforce," Allison said.

Working with the CalendarAnything team came easy to Full Swing, even after implementation was complete. "I called in for support a couple of months into our time using CalendarAnything, to get help on a particular view and get instruction on different settings available, and my rep was extremely helpful in getting me what I needed," Allison said.

FULL SWING

THE OFFICIAL SIMULATOR OF



About Silverline

Silverline is a Salesforce Platinum Partner with deep expertise in the Financial Services and Healthcare industries. Our Industry solution combines Strategic Advisory, technical implementation, and ongoing Managed Services to enable organizations to achieve maximum value with the Salesforce platform. Silverline also offers CalendarAnything, a popular AppExchange application, and accelerators.

646.833.3430

www.silverlinecrm.com

860 Broadway, Fifth Floor New York, NY 10003

