

More visits, more often.

Helping hospitality businesses leverage their loyalty and membership program to get more visits, more often



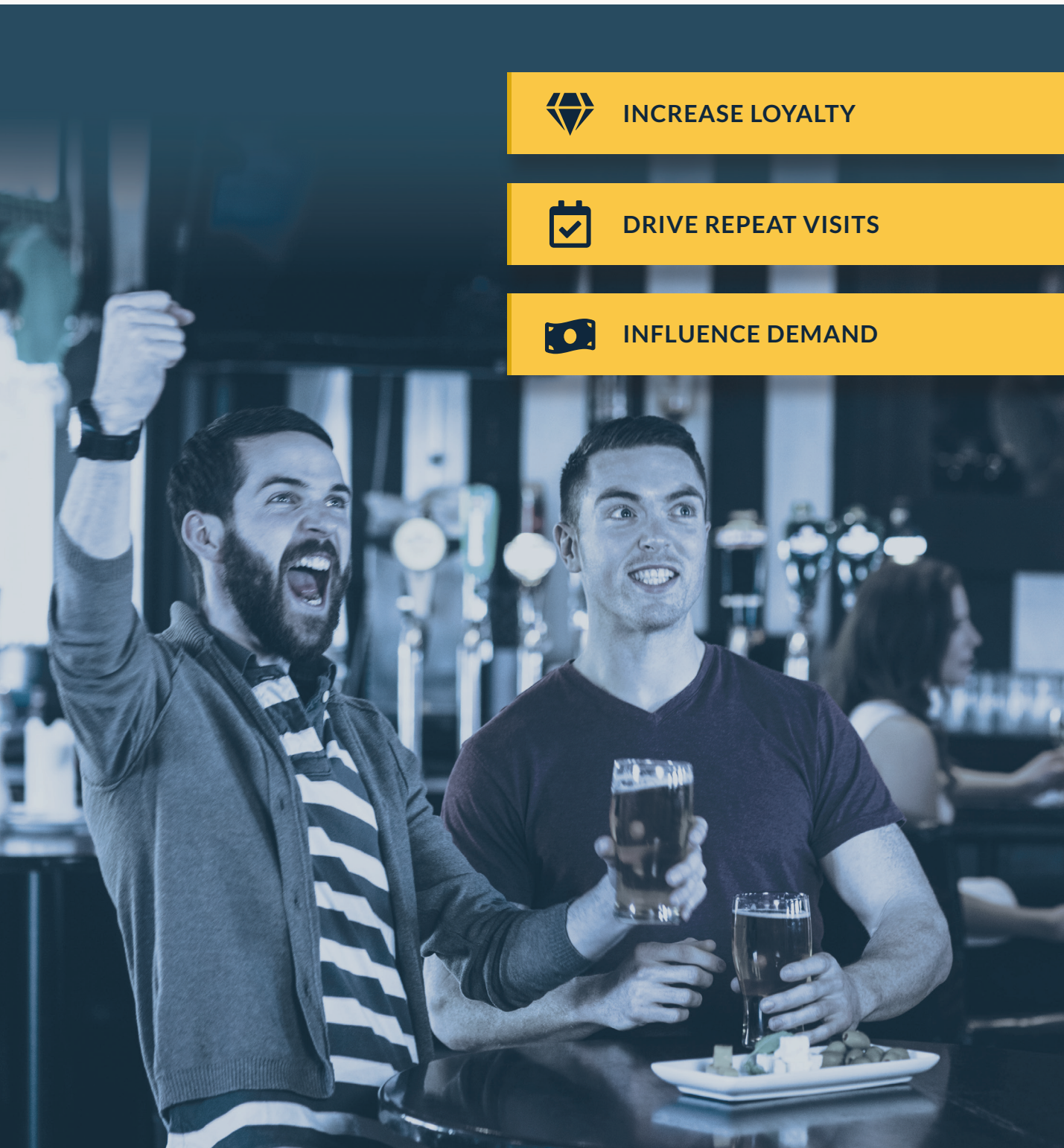
INCREASE LOYALTY



DRIVE REPEAT VISITS



INFLUENCE DEMAND



Our automated customer retention solution combines data from your loyalty partner with TalkBox, our digital marketing application, to help you connect with your customers and get them back.

How it works



Gather your audience in one place

We collect your customer, and visitation data from your loyalty partner and other systems in your business such as your reservation platform, order at table or online ordering and Guest WiFi.



Analyse and understand your customers

Gain insights into your customer behaviour as we transform customer visitation and spend data into TalkBox. Giving you the tools to target a specific customer or segment an audience.



Trigger automated communications

Automatically send an email or SMS based on a visit, spend level, approaching redemption point or anything else we know about your customer.



Engage with your audience

With all your customers in one place, you can send an email or SMS your customers will love reading with our digital marketing application, TalkBox.



Measure success

View detailed reporting for communication engagement, voucher redemptions and customer satisfaction with Net Promoter Score.

Our automated customer retention solution delivers more visits and more loyalty for your business without you having to lift a finger.



Did you know up to 80% of your customers may never return?

We can help you change that stat.



Our series of clever one to one automated communications work to:

Welcome and onboard new customers

Introduce new customers to your business and invite them back. Send a welcome message the day after a customer visits you for the first time.

Increase spend per head

Encourage your customers to reach visit milestones and reward them when they do.

Get feedback

Send an NPS feedback survey to your customers after they visit you. 'Promoters' are invited to share their experiences on review sites while 'Detractors' details can be sent to management to follow up.

Get more special occasion bookings

Wish customers a happy birthday and invite them to celebrate with you.

Recover lost customers

Automatically entice customers back who have been absent for a significant period with a communication targeted just to them.

Acknowledge milestones

Whether it be length of membership, number of visits or the points available for redemption these milestones are a great way to surprise and delight your members

Sell more functions

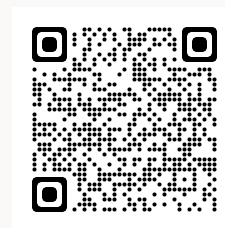
Increase lucrative function bookings with automated reminders leading up to special events and holidays.

TalkBox can also send important customer information such as new menus, opening hours and daily specials.

Plus so much more.

Experience it for yourself!

Scan the QR code and join us on a customer journey.



Ready to start getting more visits, more often?

Get in touch to organise a demo.

hello@impactdata.com.au



The connections that drive our automated customer retention solution for gaming clubs and hotels

Loyalty / Gaming / Membership



Point of Sale



Bookings & Reservations



WIFI



Online Ordering & Order at Table



Accommodation



Level 1, 428 Little Bourke Street, Melbourne 3000
Phone: 03 9827 7790 Email: hello@impactdata.com.au
www.impactdata.com.au