



Case Study on Aspley Hornets Football Club

Kicking off re-engagement
strategies with Talkbox.





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KICKING OFF RE-ENGAGEMENT STRATEGIES WITH TALKBOX



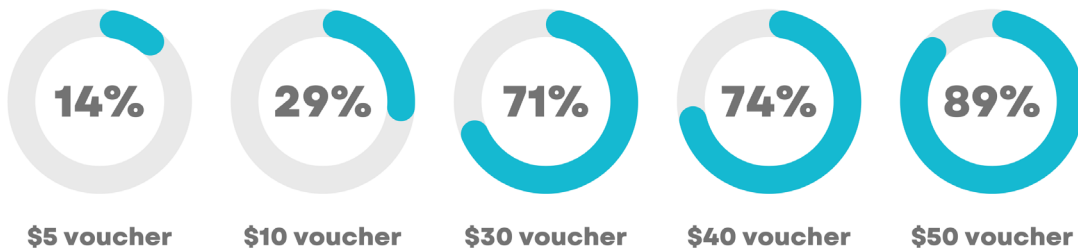
Aspley Hornets Football Club is one of Brisbane's northern suburbs' most popular social and entertainment venues. The architecturally designed Club has 167 gaming machines featuring a dedicated Sports bar with wall to wall TVs, a café and a Keno Lounge providing the ultimate customer experience. The Club won the Clubs Queensland Awards for excellence in 2016.

Aspley were the first Odyssey venue to be set up with an Odyssey kiosk in April 2019. The Club had great success with Clubs Package vouchers which were redeemable at the kiosks upon members swiping their membership card.

Results

Clubs Package helped re-engage members and kept them coming back.

Below is the voucher summary displaying the voucher's redemption rate:



Results

Offers ranged from \$5 Vouchers to \$50 Vouchers.

Offer	Issued	Redeemed	Redemption Rate
\$5 Voucher	5214	755	14%
\$10 Voucher	392	114	29%
\$30 Voucher	55	39	71%
\$40 Voucher	27	20	74%
\$50 Voucher	18	16	89%



OFFERS RANGED FROM \$5 TO \$50
in actual value

TARGETING MEMBERS

Aspley Hornets have implemented Clubs Package automations utilising vouchers to reengage members with decreasing visitation. Their promotions are focused by member tiers with offers ranging from **\$5 to \$50** in actual value.



\$147 SPENT ON F&B
on top of the discount

DRIVING FOOD AND BEVERAGE SALES

During the month Aspley Hornets had over **\$85,000** in carded POS spend associated with their voucher redemptions. On average members spent **\$147** on food and beverage on top of their discounted offer, generating significant revenue on all vouchers.



\$40,000 IN ACTUAL REVENUE
was identified

RE-ENGAGING GAMING MEMBERS

45% of members engaged with gaming when redeeming a voucher, a total of 429 members in the month. More than **\$426,000** in turnover was generated from these members and **\$40,000** in actual revenue was identified. On average members gaming spend was \$94.

Q&A Session

With Marketing and Operations Manager

at Aspley Hornets Football Club

How has TalkBox Clubs Package combined with the Odyssey kiosk worked for your venue?

Clubs Package combined with the Odyssey kiosk has centralised our marketing to be all in one platform and has streamlined our marketing messaging. It's not as primitive as direct mail and being able to do it through a digital channel is optimal for our marketing team and also for our members. It's improved the quality of our messaging - it's **more professional, immediate** and there are **less steps involved**. Our processes have become more streamlined and reporting has become easier. TalkBox can measure the number of vouchers issued, redeemed and the kiosk can measure the number of card swipes at the kiosk. This has meant we are able to save on manual data entry of voucher redemptions.

What other differences have you observed?

Clubs Package and the kiosk has meant that we have been able to be more strategic in our marketing, targeting and engaging both high and low tiers of members automatically, at different stages of their journey. Our higher spend loyalty members have definitely taking to it more, but the team at Impact Data and I are continually working on targeting other

types of members which is what I love about Impact Data, they bring this to my attention not the other way around and offer solutions and suggestions. Our older market without smart phones have taken a little more time to adjust but all love it in the end.

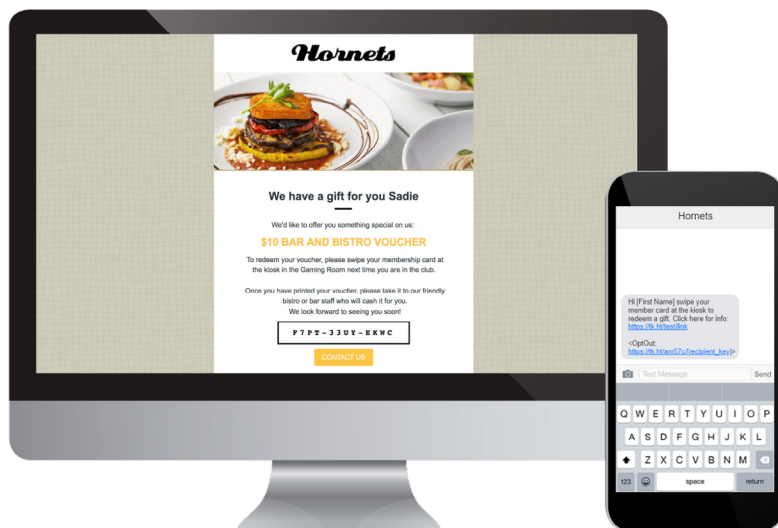
How did scanning at the kiosk work?

Scanning is easy once I had done it once or twice. There is great support if you need it. Members are enjoying easy access to offers. Customers swipe their member cards at the kiosk and the offers are redeemed and printed. These promotions don't utilise QR codes which means it is easier for customers without smart phones to redeem the offers - no scanning off text messages or emails was required.

What do you like about the new kiosk?

I like the presentation of the kiosk and the marketing opportunities. The Odyssey kiosk is really eye catching in our recently renovated Club. The physical design is very clean and crisp, the size and resolution of the screen is significantly better, as is the speed. I like that it is simple, effective and more professional than old school paper offers and vouchers. It's easy for customers to swipe their membership cards.

Some practical examples of the offers at Aspley



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



Welcome and onboard new customers

Introduce new members to your venue and invite them back. Send a welcome message the day after a member visits for the first time or joins the membership program.



Automate your membership renewals

Our Journey Tool can ensure your membership renewals are managed hands-free.



Retain and recover lost customers

TalkBox will watch out for members who appear to be trending away. Automatically entice members back who have been absent for a significant period with an email or SMS targeted just to them.



Send regular reminders

Promote catering and sell more gift vouchers all year round with recurring automated emails and SMSs.



Reward membership loyalty

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

TalkBox can also send important information such as information about your sub clubs, AGMs, members' nights and daily specials. **Plus so much more...**

UPDATED DATA (JULY 2019)

Voucher Summary:

Offer	Issued	Redeemed	Redemption Rate
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Offer	Count	POS total	POS ATV	POS %
\$5 Voucher	475	\$71,773	\$151	63%
\$10 Voucher	64	\$9,398	\$147	56%
\$30 Voucher	24	\$2,272	\$90	55%
\$40 Voucher	11	\$987	\$90	55%
\$50 Voucher	12	\$1,429	\$119	75%
TOTAL	586	\$85,859	\$147	

Offer	Count	Turnover	AVG T/O	Spend	Avg Spend	Gaming %
\$5 Voucher	305	\$176,788	\$582	\$20,819	\$68	40%
\$10 Voucher	67	\$122,204	\$1,824	\$11,806	\$176	59%
\$30 Voucher	31	\$48,353	\$1,560	\$3,140	\$101	79%
\$40 Voucher	15	\$44,423	\$2,962	\$6,320	\$421	75%
\$50 Voucher	12	\$35,171	\$2,931	-\$1,925	-\$160	75%
TOTAL	429	\$426,939	\$995	\$40,159	\$94	



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