How Salmon & Bear made an extra $135,470.16 in revenue using TalkBox & Now Book It

Impact Data + Salmon & Bear + Now Book It
= the Numbers

TalkBox

Salmon & Bear

RESULTS FROM 18 MONTHS FOR FY '22

$ 135,470.16
Total net rev in AUD

$47,414.56
Total Gross Profit @ 35%

$ 7,526.12
Total net rev p/m

416
LOST
Customers returned

266
LATE
Customers returned

108
BIRTHDAY
Vouchers redeemed

Ave / mth	23	15	6
Cost	$25	$10	$25
Rev / Visit	$182	$182	$247.52
Net Rev / Visit	$157	$172	$222.52
Ave net rev / mth	$3,611	$2,580	$1,335.12

*Note: above birthday rev is gross up 36% & includes spend

TalkBox

Salmon and Bear Case Study

HOW AUTOMATION + VOUCHERS = REVENUE

You send a $10 voucher to a customer who hasn't visited in 6 months. They come back with a friend who has never been to your business. They have a great time. The original customer returns in a few weeks because they **saw you have pizza night** on Tuesdays. The friend they brought along now comes in for lunch every Monday.

How much did the voucher deliver to you? You recovered a lost customer AND gained a new customer, priceless...

Salmon and Bear used a total of 790 vouchers at an average net rev/voucher of $171.48

Connecting **Now Book It** to their TalkBox account gave Salmon and Bear **visibility of their customer's visitation behaviour,** such as first and last visit date. In TalkBox, they set up a series of **two** communications to **target customers who haven't been back** since their last visit. Salmon and Bear achieved maximum cut-through by using **email and SMS** to send each customer a generous offer to invite them back.

How did they do it?

USING VOUCHERS TO GET <mark>MORE BOOKINGS</mark>, MORE OFTEN

670 customers recovered
who were late
or lost

Salmon and Bear use the Date triggered automated communications in TalkBox to set up their late and lost messages. A 'late' message with a $10 voucher is sent 6 weeks after a customer's last visit date. If the customer doesn't come back, they receive a $25 voucher 3 months after their last visit. These communications are constantly running to keep their customers coming back.

408 customers
redeemed $25
voucher

The increasing level of generosity correlates with the time between the last visit date. So far, 262 customers have redeemed their late $10 voucher, while 408 redeemed their $25 voucher. These communications work to keep customers coming back.

108 birthday visits
when they received a
reminder message

Salmon and Bear also use vouchers to engage with customers on their birthdays which have generated 107 visits in the last 18 months. Customers usually spend 36% more when they are celebrating, so the cost of their $25 Birthday voucher can easily be absorbed into the total bill.

<mark>Tips</mark> for using vouchers

- **Easy to redeem** - Customers should be able to redeem their vouchers quickly and easily. This will make them more likely to use them.
- **Reach every customer** - Use SMS to get the immediate attention of your customers. SMS can help cut through the noise, and if you include your phone number or website, they can book immediately.
- **Remind customers about unused vouchers** - In TalkBox send a message to a contact with a valid and unredeemed voucher at a set period before expiry.
- **Track the performance of your vouchers** - See how effective your vouchers are and make necessary adjustments.

Why use vouchers?

Vouchers are a great way to secure future visits from your customers and recover lost customers. Considering how much each customer is worth to your business will help you to decide on the generosity level.

Minimal financial risk - The voucher discount will be offset by the revenue created by that customer returning to their normal visitation patterns. Include a minimum spend to qualify for using the voucher so that you can maintain margins.

Lost customers can be a huge opportunity for your business - Recovering old customers is more economical than finding new ones; they might just need an incentive to visit you again.

Boost traffic during slow times - In TalkBox, you can create 'Happy Hour' vouchers which are only valid during specified times or days of the week. A discount that is only valid during slow periods can help generate traffic that you wouldn't usually get.

Improve loyalty - As many as 84% of consumers say they will remain devoted to a brand that offers a loyalty program, according to research from Nielsen. Think about rewarding loyalty; It can be a simple reward based on the number of visits or a spend threshold.

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> TalkBox's automated messages mean we can focus on running our business, knowing that our customers are automatically being sent emails and SMS to remind them to return. Connecting TalkBox and Now Book It means we can engage with our customers at a minimal cost. Vouchers have proved to be a great way to get customers back, and TalkBox knows exactly when to send the message to customers who may need an incentive to return. Best of all, we can track the success of the campaigns and vouchers with the reporting feature all within the TalkBox application.

JOE WARD
OWNER SALMON & BEAR

To get started today contact us at:

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