IMPACT DATA   **Odyssey** GAMING SERVICES

MORE VISITS, MORE OFTEN

Automated customer retention solution for gaming venues

INCREASE LOYALTY

DRIVE REPEAT VISITS

INFLUENCE MEMBERSHIP

ODYSSEY AND IMPACT DATA

Your partners in loyalty and member engagement

When it comes to getting more visits more often to your gaming venue Odyssey Gaming and Impact Data has you covered.

HOW?

We connect to your existing systems.
We collect your customer, loyalty, transactional and visitation data from your business systems including loyalty, POS, booking, order at table and online ordering.

Analyse customer data.
Gain insights into your customer behaviour by transforming visitation and spend data in TalkBox. We update your database every day to ensure you have marketing ready segments to target.

Send each customer the right message at the right time.
Use our pre-determined triggered messages to turn a new member into a loyal regular or add your own based on their behaviour.

Nurture guests to membership.
Our Guest Account connected to other data sources like bookings identified guests who aren't yet members and then automatically invites them to become members.

Engage with your audience.
Having TalkBox means you can engage with your customers via email, SMS and push notifications to keep telling your story

Measuring success.
From Account Performance and Automated Message reporting to vouchers and Net Promoter Score, we can help you measure your marketing effectiveness

Redemption is retention.
Keep your customers engaged with your membership program with virtual member draws, POS and kiosk vouchers

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.

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

Get feedback.
Send an NPS feedback survey to your members. 'Promoters' are invited to share their experiences on review sites while 'Detractors' details can be sent to management to follow up.

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.
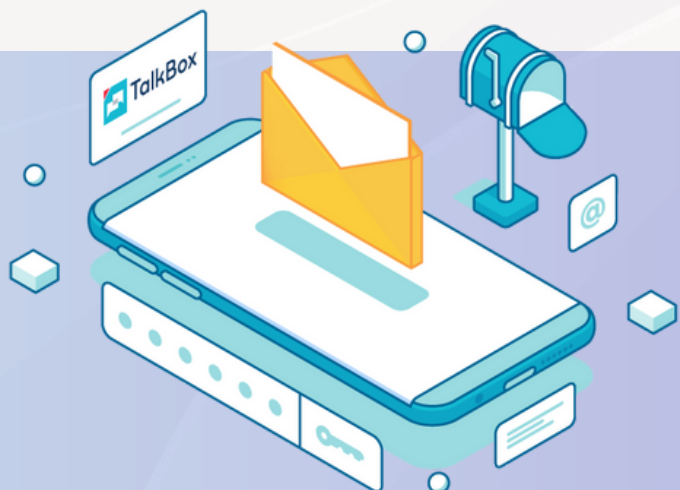
Automate your membership renewals.
Set and forget automated messages to make sure your member renewals are handled hands-free.

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

Plus so much more...

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

Loyalty / Gaming / Membership

Odyssey GAMING SERVICES

Point of Sale

bepoz OOLIO

idealpos OOLIO

swiftpos OOLIO

FINCHCORP

BLUIZE

H&L

Jensen Data Systems

Starrtec solutions

SENPOS Point of Sale

Bookings & Reservations

Quandoo FOR RESTAURANTS

NOWBOOKIT

OpenTable

ResDiary an access company

SEVENROOMS

Online Ordering & Order At Table

chewzie

me&u

orderup!

Accommodation

RMS

Get in touch to talk about how we can help you get more value for your loyalty investment:

Get in touch

Visit our website

Experience our automated communications for yourself by scanning the QR code here

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