

THE TALK BOX PLAY BOOK

A *guide* for Odyssey venue partners to help get the most out of your TalkBox Account with helpful marketing tips from Hop To It Collective.

TABLE *OF* CONTENTS

WELCOME

[PG 01](#)

HOW TO USE THE TALKBOX PLAYBOOK

[PG 02](#)

HOW TO USE TALKBOX TO ACQUIRE NEW MEMBERS

[PG 04](#)

HOW TO USE TALKBOX TO ENGAGE YOUR MEMBERS

[PG 09](#)

HOW TO USE TALKBOX TO RETAIN MEMBERS

[PG 13](#)

WELCOME TO THE TALKBOX PLAYBOOK



When you connect Odyssey loyalty to Impact Data's digital marketing application TalkBox; you have a powerful combination to assist your venue **Acquire, Engage and Retain** your members.

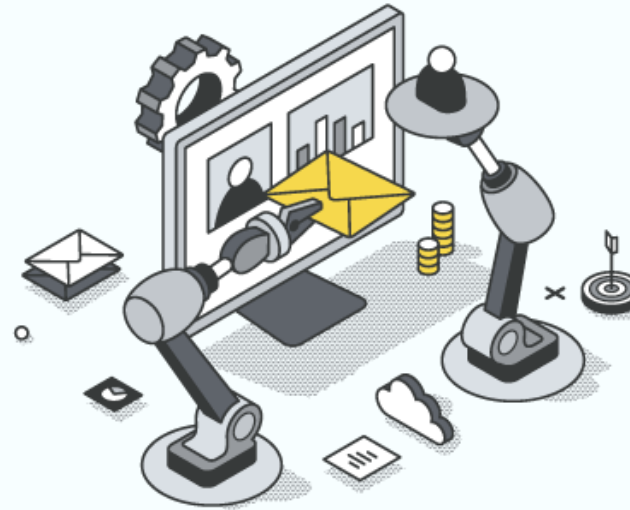
The TalkBox Playbook highlights all the features that help your venue drive member growth, keep members engaged and visiting and reconnect with members and guests that have stopped visiting. It explains how Axis and TalkBox combine to deliver a

comprehensive solution to support your member loyalty strategy. Plus; we have engaged leading industry marketing experts, Hop To It Collective, to provide tips and insights on how they use these features to help drive marketing activities for their venue partners.

Whether you are new to TalkBox or an experienced user, this guide will help you get the most from this powerful technology and marketing combination.

ACQUIRE ENGAGE *RETAIN*

HOW TO USE THE TALKBOX PLAYBOOK



The TalkBox Playbook is a comprehensive guide to all of the features that Odyssey customers can use to acquire, engage and retain members. We suggest you focus on particular parts of your strategy and leverage the tools that are available with your Odyssey-connected TalkBox account. Build your plan, execute, review and report. Then you can focus on the next part of your strategy and the next element you need from the Playbook.

We also suggest you plan a review of the Playbook every couple of months to make sure you are taking advantage of all the tools you have at your disposal.



Need support, contact our teams below.

Impact Data:

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Odyssey:

cx@odysseygaming.com

Hop To It Collective:

james@hoptoitcollective.com.au

ACQUIRE MEMBERS

TalkBox does more than just help you communicate with existing members; it can help your venue acquire new members automatically and help you engage with non-members about your venue to keep them visiting.

TALKBOX FEATURES TO DRIVE MEMBER ACQUISITION:

- **Automated Member Nurture Messages** - messages triggered to Guests to invite them to become members
- **Contact Fields** - you can add additional fields to your TalkBox account that can be used in update details campaigns eg. *Favourite Sports Team*. This information stays on the contact and can be used to include or exclude customers from communications. Learn more about Adding Fields [here](#)
- **Feedback** - asking guests for feedback on their experience with your venue is a great way to understand their likelihood to revisit but can also build reviews to improve your SEO. Read more [here](#)
- **Guest Account** - a TalkBox account connected to all non-member data
- **Locals Field** - Locals Field for use in an update details campaign to ask a client whether they are local, visit regularly or infrequently. You can request this field being added by contacting support@impactdata.com.au
- **Member Resolver Integration** - removes Odyssey members from your Guest account daily
- **TalkBox Forms** - using TalkBox forms you can capture data from guests and members and even send an automated email with your function booking pack to people who enquire about your functions from a link on your website. Learn more about TalkBox forms [here](#)
- **Template Management** - the ability to easily share templates and sections between your Member and Guest Accounts
- **Update Details Campaign** - asking for key information like a birthday or whether a customer is local; read more [here](#)
- **Visits Analysis** - analyses the visitation behaviour (where available) of your Guests for improved targeting

HOW TO USE TALKBOX TO

ACQUIRE NEW MEMBERS



STEP 1 – ADD MEMBERS TO YOUR GUEST ACCOUNT

- Set up a TalkBox Guest Account
- Connect your Newsletter Sign Up page or widget on your website to your Guest Account
- Ask [TalkBox support](#) to connect other data sources to your Guest Account
 - Online and Order at Table partners such as Chewzie
 - Reservation partners such as Now Book It
- If your venue has other data sources in other systems you can use the [TalkBox API](#) to add those contacts to your TalkBox Guest Account

STEP 2 – MEMBER TO GUEST ACCOUNT INTEGRATION

The TalkBox team will set up a special integration to remove contacts from your Guest Account that exist in your Odyssey Member Account. Contacts will be removed if their email and mobile number match the contact details in the Member Account.

This process will happen daily and the customer will be tagged in the Member Account as 'resolvedguest'.

STEP 3 – NURTURE GUESTS TO MEMBERSHIP

Set up a Recurring Message to periodically invite guests to become members. This could be scheduled to be sent as often as you like and you might consider adding an incentive by using TalkBox vouchers.

STEP 4 – KEEP MARKETING TO YOUR GUESTS

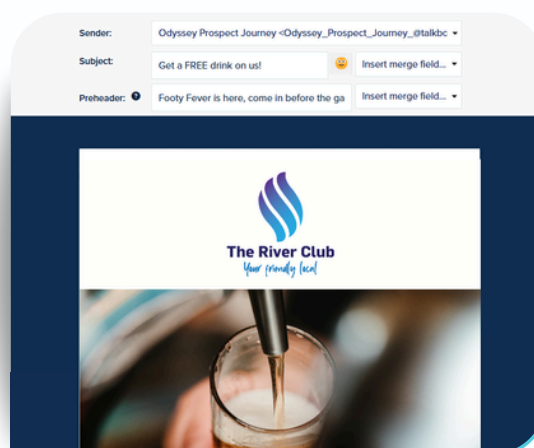
Just because these Guests haven't become members doesn't mean they don't want to hear from you. If you have Visits Analysis set up for this account talk to the TalkBox Support Team about setting up our [Automated Communications](#) for bistro customers.

If you have run an Update Details campaign and collected birthdays and whether a customer is local, you can automate birthday campaigns to drive function bookings or promote your locals' night to members.



TALKBOX TIP:

Ensuring your communication lands in the inbox is a combination of many factors including effective subject lines, a balance between text and images and sending engaging communications. Other tips include using Pre-Headers, warming up a new domain and setting up a custom domain. Read more about [deliverability](#).



ODYSSEY TIP:

Make sure you take the time to regularly review the data in Member (Axis). Having this content up to date ensures that when the TalkBox daily job searches your Guest Account for Members it matches to the right data.

Another great feature is attaching a Voucher in TalkBox that integrates directly with your Odyssey (Suzohapp) Kiosk. This can be points, or even a printed voucher to redeem at point-of-sale.



HOP TO IT COLLECTIVE MARKETING TIP:

The best part about this component of the customer journey is how you can automate the entire process. As a customer enters the Guest Account, you can use visually appealing content (think animated GIFs and well-branded content) with the benefits of membership to upsell joining as a Member, or even for an offer-driven activation (e.g. join by 1st January 2025 and we'll send you a \$10 voucher to enjoy on your favourites at our Venue).

Once that customer signs-up to be a Member, you can then automate the experience from your main account (and attach that offer-driven activation).

Lastly, always make sure you review how any eDM communications appear on all devices, with a particular focus on mobile!



TALKBOX TIP:

If your Guest Account has booking or online ordering data, TalkBox can add Visits Analysis to understand the visitation behaviour of your Guests. You may elect to only nurture Guests to membership after they have had more than one visit.

ENGAGE MEMBERS

Keeping current members engaged when they aren't visiting your venue is the key to driving more visits and revenue. TalkBox connected to Axis has several powerful features to aid your member engagement activities.



TALKBOX FEATURES TO DRIVE MEMBER ENGAGEMENT:

- **Automated messages** - see our list of automated messages to engage customers [here](#) including Welcome, Birthday and Milestone Birthday
- **Contact Fields** - as your member account is in Mirror Mode; your TalkBox account will directly reflect your Odyssey Axis database. Fields such as DOB, Sub Club and even creation date are useful in engaging your members in a highly personal way. For more information on Contact Fields check our [Fields Explainer](#)
- **Filters** - the combination of fields to create useful segments to target customers. Check our Top Filters for Gaming Venues [here](#)
- **Gaming and POS Fields** - TalkBox uses your POS and AXIS data to calculate a number of fields about the spend and turnover of your player. This data is calculated daily and may provide a picture of your member's behaviour between tier change calculations
- **Hospo Events Calendar** - need inspiration for content to engage your members? Download the [TalkBox Hospo Events calendar](#) and add it to your Google calendar
- **Mirror Mode** - your TalkBox account is in Mirror Mode. This means that it directly reflects the contacts in your Axis database. Learn more about Mirror Mode accounts [here](#)
- **Net Promoter Score** - using TalkBox's native Feedback question you can calculate your Net Promoter Score. Automated responses to appease detractors and ask promoters to review you on public review sites can also drive your SEO. The average score for hospitality is 32. Check out how you fare with NPS reporting, navigate to Reports/NPS
- **Odyssey Kiosk** - members can view and redeem all of their TalkBox vouchers on the Odyssey Kiosk and exclusively issue vouchers for points
- **Reports** - measure success with Account Performance Reports, Communication Reports and Automated Message Reports
- **Retargeting** - [retargeting customers](#) who haven't opened your communication is simple to increase your campaign reach

DRIVE MEMBER ENGAGEMENT (CONTINUED):

- **Sections** - a section is a block of content you want to use multiple times. Content like voucher terms & conditions, headers & footers are useful as sections so you can build your email and change content in one spot and it will be reflected everywhere that section is in use
- **SMS Templates** - create SMS templates for use when you need to get a quick message to members eg. *'It's too hot to work, come and get a cold beer'* for when temperatures are excessive
- **Sub Club** - if your venue is part of a group or has satellite sites this detail will be available as a contact field on the member. This field can be used in segmenting data and as a merge field in your communications
- **Subscription Syncing** - if you update a customer's subscription status in Axis, this will be reflected in TalkBox. TalkBox also regularly updates subscription status on your contacts if the member changes a setting from a TalkBox communication
- **Tags** - when you have created an audience that you want to send your communication to either in TalkBox or by uploading from another system, you can tag those customers to include or exclude them from your communications
- **TalkBox vouchers** - TalkBox can issue vouchers that can be seamlessly redeemed on a number of POS systems. These partners are - Bepoz, Idealpos, SENPOS, Starrtec and SwiftPOS
- **Virtual Member Draws** - a unique feature with the TalkBox/Odyssey connection is the ability to send messages about Virtual Member Draws. Read more about how Virtual Member Draws work [here](#)
- **Visits Fields** - the analysis fields that TalkBox updates to understand customer visit behaviour. For more information on Visits Fields check our Fields Explainer [here](#)
- **Voucher Messages** - TalkBox has 3 types of messages associated with vouchers. **Reminder messages** that are sent close to the voucher's expiry date. **Redemption messages** triggered after a customer redeems their voucher. **Expired voucher messages** for when the voucher has expired. Each of those messages can have another voucher added

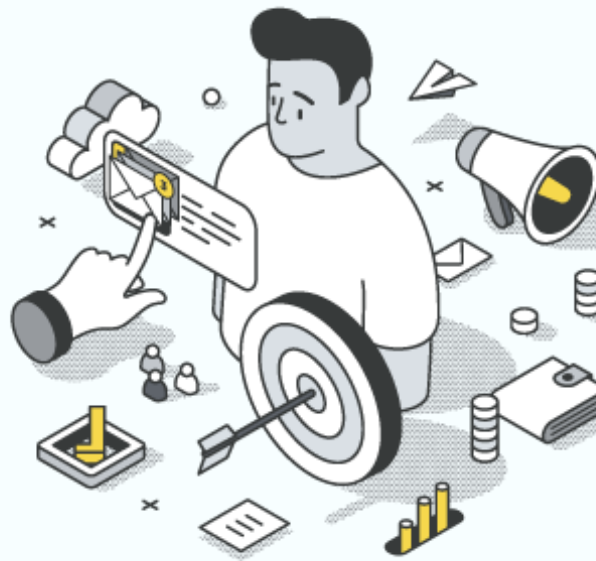


COMING SOON

Customer Journey Builder: allows you to easily map and build customer journeys to keep members engaged.

HOW TO USE TALKBOX TO ENGAGE YOUR MEMBERS

An effective customer engagement journey has 4 parts - **welcome and onboard, tell your story, surprise and delight and retain**; TalkBox can help you with all elements of your customer engagement communications strategy. The first 3 components are the key to engaging your members and TalkBox can do a lot of the heavy lifting with automated messages that supplement your ongoing member communications.



STEP 1 – WELCOME AND ONBOARD NEW MEMBERS

By engaging with new members early in the relationship you have the best chance of turning that first-time visitor into a loyal regular. When drafting your welcome and onboard communications, make sure you reflect the tone of your venue. If you are on the water with a laid-back vibe, make sure your tone of voice matches that to align with customer expectations. Also, consider the visual and textural elements of your venue and incorporate them into your email design.

- Automate your welcome message. For tips read more [here](#)
- Consider setting up a series of messages over a number of weeks to showcase all parts of your venue or other locations
- Split your welcome messages by their initial visit behaviour for example if the customer didn't visit your gaming room, you may want to only send them food & beverage offers. Talk to [Hop To It Collective](#) for support with this
- Include a Member Value Proposition statement - don't assume new members understand the value of their loyalty rewards and how to earn them. Create it as a Section that showcases your loyalty program and include it in communications targeting new members
- Ask for [Feedback](#) to help you understand feedback and the sentiments of new members by adding a Feedback block to your new member communications. Don't forget to add the automated response emails by navigating to Tools/Feedback



DID YOU KNOW

On average 8% of members visit each month across our Odyssey customers? Automated messages are a key to increasing that number. View your performance at Reports/Account Performance/Visits.

STEP 2 – TELL YOUR STORY

Keeping members informed of what's happening at the venue is about more than just driving engagement and visits. It's an important part of maintaining the value and integrity of your database.

When sending member communications remember to talk with your members rather than at them. Email is most effective when you have the customer at the centre rather and focus about what is going to be engaging for them. SMS is fantastic at getting attention and action and is a valuable way to drive bookings, ticket sales and attendance at member draws.

Some helpful hints for telling your story effectively:

- Send regular communications, but make sure they are about your venue and the member. For example, you could add their Points Balance or Points to the Next tier in the email template to improve the personalisation of newsletters
- Segment your audience. Whether you segment by tier, last visit date or another metric, segmenting your audience helps you understand the engagement of different audiences within your database
- Make it visual, interesting and relevant to your segmentation. TalkBox can support animated gifs but remember a balance between words and images is best. As most members will engage with your emails on their phone; make sure that your key call to action is visible before the customer has to scroll
- Send both email and SMS to ensure you reach 100% of your available customers

STEP 3 – SURPRISE AND DELIGHT

TalkBox has several tools that can actually make it easy to surprise and delight your members.

- **Milestone visits** - each time a member visits the venue and uses their membership card their visit count goes up. Consider creating a communication to say thanks when they achieve 50 or 100 visits
- **Membership days** - using a TalkBox formula field, you can create a field to calculate when a member has achieved 1000 days of members and send a message of congratulations
- **Points, Promos and vouchers** - using the incentives available in TalkBox and Odyssey can help measure the success of your Surprise and Delight campaign

STEP 3 – SURPRISE AND DELIGHT (CONTINUED)

- **Membership milestones** - creating a filter based on the member creation date can help you understand when a member has hit a major milestone like 10 years. This can lead to one or many communications in the lead up to the event
- **Random visit offers** - whether you select a number like 17 visits or when a customer's POS spend hits a certain amount, this can be used as a trigger to send a voucher to say thanks

STEP 4 – AUTOMATE MEMBERSHIP RENEWALS

The Axis integration to your TalkBox account updates the member status and subscription fees 'paid to date' daily. If your membership is managed annually you can set up a series of date-triggered messages to remind members to renew their membership. Once a member renews they will automatically stop receiving these messages.

If your membership is a rolling date, then automating your membership renewals is even more valuable. Consider sending a TalkBox voucher in your communication to get members to come and renew their membership early.

Don't forget to send a thank you message to members who have renewed with a voucher for their next visit so they see immediate value for their membership renewal.

Our data shows that on average over 25% of customers have let their membership lapse, let automated messages help you reduce that number.



TALKBOX TIP:

Did you know that TalkBox has a non-marketing feature that allows you to send AGM documents and other non-marketing communications to your whole member base? This feature is managed with the TalkBox support team to ensure compliance with legislation so contact support@impactdata.com.au when you need to communicate key membership information.



TALKBOX TIP:

To make sure you reach 100% of your database, ensure you send your communications via email and SMS. TalkBox can send your beautifully designed email via SMS which not only has all the impact and immediacy of SMS, but ensures you reach members no matter which channel they are subscribed to.



ODYSSEY TIP:

If you're still printing draw entries at the Kiosk or from a Ticket Spitter, this might help you make the change to Virtual Draws! A powerful component of Odyssey's Axis system is Promo and how this integrates with TalkBox. On a daily basis Virtual Draw balances are loaded into TalkBox and allow you to promote the number of entries a Member has into an upcoming draw. This is the same for your selected Bonus Points balance, allowing you to automate communications close to expiry dates or if a Member's Bonus Point liability is high for your venue.



HOP TO IT COLLECTIVE MARKETING TIP:

Segmenting your database is a crucial step for effective marketing and engagement, especially to avoid recipient exhaustion from either too much communication or too much irrelevant communication. There is a great deal of segmentation you can do in the TalkBox framework, such as by tier, visit frequency, spend patterns (i.e. a different offer for a Member who engages in gambling or not), or engagement levels (their past engagement with other campaigns).

Beyond that, as an Odyssey customer you would have access to the power of Insight BI. This system now includes External ID, meaning you can perform much more articulated segmentation and simply upload a .csv of your target audience. If you've taken the step to have your POS data flowing through to Insight BI, you can even make sure your next lamb special doesn't go to someone who only buys from your plant-based menu!

The final tip for engaging your Members is ensuring you're able to engage with those Members. Regular reviews of data accuracy and opt-in rates are important, but just as important are targeted campaigns/promotions to have Members update their details and contact preferences. TalkBox has the ability to export customers who they can't reach, and these can easily be converted into a targeted mailout or Kiosk-driven activation.

RETAIN MEMBERS

Do you know when a member is lost? TalkBox does and can act automatically. A targeted and personalised communications campaign is one of the most effective ways to retain members. When TalkBox is connected to Axis, it analyses your customer behavioural data daily to understand where your customers are on their journey with your business. If their behaviour indicates they may be trending away, TalkBox can detect and act to send automated messages to keep your venue top of mind. Plus with features like TalkBox vouchers, you can send incentives to ensure your lost customers return.

Our data shows on average that over 20% of the database at clubs are lost! When you automate targeting your lost customers you have the best chance of re-engaging these customers as they are 6x more likely to return after receiving a personalised message.



TALKBOX FEATURES TO HELP YOU RETAIN YOUR MEMBERS:

- **Automated messages** - TalkBox can automatically trigger messages to your lapsing members based on their ENV which is a highly personalised approach. This ensures that you are not giving away margin to a customer that was going to visit anyway and you aren't wasting your marketing effort on a customer who isn't lost yet
- **Expected Next Visit (ENV)** - TalkBox uses AI to review the behaviour of every contact in your database once they have visited three times and calculates the date they are next expected to visit your venue. This data can then be used to trigger late and lost communications
- **Formula Fields** - TalkBox has a valuable feature called Formula Fields where the data is calculated rather than added directly. Things like 'points to next reward', 'days to membership expiry' etc are fields that can be calculated on a contact and used in segmenting or as a merge field in communications. For more information read [here](#)
- **Gaming and POS fields** - turnover and spend associated with that member, calculated daily
- **Last visit dates** - TalkBox records the last time a contact played in your gaming room and purchased from one of your food & beverage outlets. These dates can then be used to trigger automated communications to get another visit or engage with that part of your venue
- **Retarget Lapsed Members** - TalkBox records the date that a member's subscription is paid to or their financial status from Axis. This allows you to target lapsed members with a more valuable offer to get them to return
- **Vouchers and Offers** - targeting lapsing customers with vouchers and offers appropriate to their level of spend with your venue

HERE'S HOW TO USE TALKBOX TO RETAIN YOUR MEMBERS

The Impact Data team have reviewed millions of messages and triggers to understand the messages that matter when it comes to customer retention. Our Revisit and Retention communications are personalised to each member's behaviour automatically.

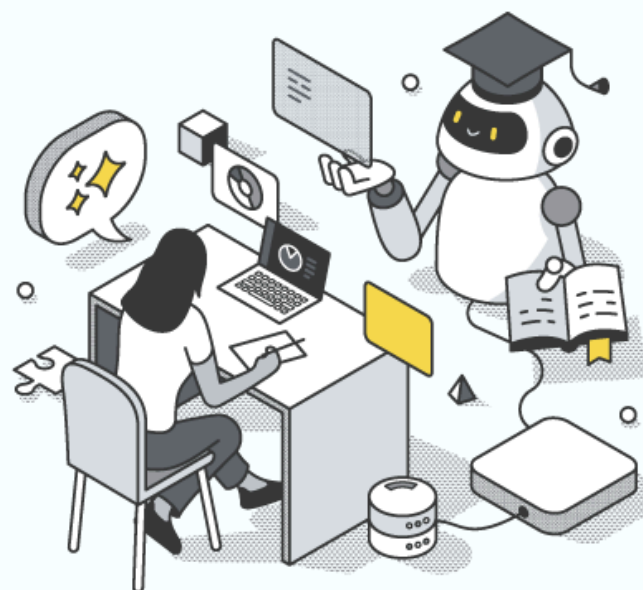
Let the Hop To It Collective teamwork to help you set up the TalkBox retention communications:

- **Revisit series** - turning a new member into a loyal regular starts early in the relationship. TalkBox has a series of automated Revisit communications that are all about getting new members into the habit of visiting you regularly. These are triggered after the 1st, 2nd or 3rd visit and a set number of days if the member hasn't returned
- **Late, lost and reactivate** - once a member has had 3 visits our AI engine is able to then calculate the expected next visit date. By sending messages if a customer has missed this date we are acting early to win back your customer
- **Create a lapsed member filter** - although you may have given it your best shot, some members may just not be ready to return. Create a filter of members who have been lapsed for some time and perhaps only target them for key promotions and major events
- **Ask for feedback** - whether you trigger a TalkBox request for feedback or a more formal survey understanding how your member feels about your venue can be key to improving your marketing and operations for the future



TALKBOX TIP:

Our data shows customers can be up to 6 times more likely to visit after receiving personalised automated communications. TalkBox automated revisit and retention messages are designed to ensure this is all managed for you in a way that's personalised to the actual visit behaviour of your member.





TALKBOX TIP:

The longer a member goes without returning the harder you may have to work to win them back. Consider using more generous offers to high-value members and escalate the value of the offers across the retention series. Using the Gaming and POS fields in combination with the member tier you can understand how valuable a member is and invest in retention incentives accordingly.



ODYSSEY TIP:

You can really expand this experience, even down to how revisiting customers are greeted when they play at your venue. Did you know that Odyssey's Real Time application has the ability to send a pager event when a customer who hasn't played an EGM in a selected number of days? Or you can even create a custom Group in Member from the targeted database you sent a reactivation campaign to through TalkBox? Imagine being greeted personally by a friendly team member after receiving this personalised offer!



HOP TO IT COLLECTIVE MARKETING TIP:

The visit fields in TalkBox are fantastic, but there are great tools in your Odyssey arsenal to go deeper than these if you want to. Insight BI tracks the last visit at point-of-sale, gaming, and Kiosk (as well as overall Venue). Perhaps you've seen a group of customers who visit regularly suddenly stop visiting point-of-sale, well you can take that data to create a customised activation that incorporates a dining or beverage offer to encourage revisitation there (and add-in the feedback feature for good measure!).

In the same measure you can measure percentage decreases in visitation, sales, or gaming activity to identify trends when Members might start sharing their wallet at other Venues. You could even drill down to see what their Top 3 food or drink items are, and truly personalise that revisitation activation!

GET MORE FROM YOUR TALKBOX ACCOUNT WITH THESE GREAT TOOLS

Talkbox Support Centre

YouTube

The Blog



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