



A CORNISH FISH & CHIPS CASE STUDY

Unlocking over £39K

The Power of Hands Free
Customer Retention





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Vita Mojo & TalkBox partnering to drive additional sales April 2025



Award-winning Cornish Fish & Chips operates Harbour Lights and Fraser's in 3 locations across Cornwall. In September 2024, Commercial Manager Logan Fraser integrated his Vita Mojo EPOS, kiosk and online ordering with Impact Data's digital marketing application TalkBox.

The first six months yielded fantastic results that drove a significant return on investment and, more importantly, attracted over 1300 lost customers back to the business and over £39k in revenue.

All three locations have implemented Vita Mojo EPOS, online and kiosk ordering. This rich data feeds seamlessly into TalkBox, where each customer's behaviour is reviewed to trigger targeted automated emails, helping retain customers and drive repeat visits.

The Impact Data team know the triggers and messages that drive repeat visits and have helped Logan configure a series of automated communications that are triggered by analysing the data received from Vita Mojo.



The Results

1336 Vouchers redeemed adding £39,126.92 in gross sales and £28,624.21 net sales after discounts. After accounting for the cost of TalkBox that equates to a whopping 1182.45% Return on Investment (ROI)

One of the key voucher drivers was the Birthday campaign, with 518 vouchers redeemed—representing 0.54% of total orders and generating £13,152.79 in gross sales before discounts.

The retention series *drove 485 additional visits and £17,910.23 in gross sales before discounts.*

101 lapsed customers—who had been inactive for over 20 weeks—were successfully reactivated, a strong result for the business. Over the first six months of the program, this equates to an average of 18.7 reactivations per week. TalkBox can predict when a customer is trending away and only triggers a message if they are at risk. This means that businesses aren't cutting into margin and this result demonstrates the effectiveness of our communications in influencing customer behaviour.

Engagement rates are a critical factor in campaign success. If customers aren't opening emails, even the best content and discounts become ineffective. With an average open rate of 39%–45%, our performance exceeds industry benchmarks, while a 14% click-through rate on automated emails is exceptionally high.

Additionally, the data highlights a positive impact on average order value (AOV). Transactions without a voucher had a gross AOV of £20.75, whereas transactions from voucher emails sent via TalkBox achieved a gross AOV of £24.71. This indicates that, despite offering discounts, customers are spending more per transaction, another strong result for Cornish Fish & Chips.



The Headline Numbers



44519 Single Send Emails Sent
39.36% Average Open Rate
2.15% Average Click Through Rate



109218 Automated Emails Sent
44.64% Average Open Rate
14.41% Average Click Through Rate



25229 Vouchers Sent
1336 Voucher Redeemed
5.30% Voucher Redemption Rate



£39,126.92 Gross Sales from Voucher Transactions
£28,624.21 Sales after discount from Voucher Transactions



£2232 TalkBox Costs for the period
1182.45% Return on Investment (ROI)

The automations that drive repeat business



Book Now

Click & Collect

Gift Cards



Hi [First Name],

Welcome to the club, we're so glad you're here 🍷

To kick off your VIP journey, here's a little taste of what you can expect:

Exclusive Deals:

Enjoy special deals available only to our VIP members.

Early Access:

Be the first to know about our new menu items and upcoming events.

Special Surprises:

Look out for birthday treats and other surprise goodies throughout the year.

Welcome Series

- 1 - Thanks for joining, reminding customers of their benefits - *1 day after sign up*
- 2 - Thanks for your visit, here's a voucher to use next time - *1 day after first visit*
- 3 - Update your preferences - *3 days after first visit*



Book Now

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Gift Cards



Thanks For Your Loyalty [First Name]!

We wanted to take a moment to say thank you for being a super-duper loyal customer!

As a thank you, please enjoy:

10% Off Your Next Online Order!

Order Online

USE CODE:

X123 - Y456

Retention Series

- 1st Visit Return 1 - *No return after four weeks*
- 1st Visit Return 2 - *No return after six weeks*
- Multiple Visits Retention 1 - *Exceeded expected next visit date by two weeks*
- Multiple Visits Retention 2 - *Exceeded expected next visit date by four weeks*
- Lapsed Customer Retention - *Not seen in 20 weeks*
- Loyalty Reward - *Discount reward for every five visits*



Book Now

Click & Collect

Gift Cards



Hi [First name],

We heard that your birthday's coming up, and we'd love to help you celebrate...

Come and enjoy the nation's favourite comfort food with us! Whether you [book](#) a table or order [click & collect](#), we want to be part of your special day!

With love from all of us at Harbour Lights

xx

Please see below for your £10 Birthday

Key Dates Series

- Birthday - *Sent 7 days before a customer's birthday*
- Celebrate 6 Months - *Send 6 Months after a customer's first visit*
- Celebrate 12 Months - *Send 12 Months after a customer's first visit*

Hear from Logan Fraser

Logan spoke about his experience working with TalkBox so far:



We love TalkBox because it seamlessly integrates with Vita Mojo, allowing us to effortlessly pull in customer sales data. This integration has significantly boosted tracked customer visits and resulted in a higher voucher redemption rate, making it an invaluable tool for our marketing team and overall business. Issues are very infrequent, but when they do arise, the customer support team is incredibly responsive and quick to resolve them.

Logan Fraser

Commercial Manager, Cornish Fish & Chips



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